

INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week

Screwballs Are Valuable

Amen!

What's Wrong with Ice Cream?

Right as Rain

"It's a Great Life"

The Real Meaning of a Free Press

Plug for Conjure House

Let the Papers Pile Up on Your Desk

Story of the Week

One of our star reporters "covered" a southern city quite thoroughly some time ago. An especially helpful informant invited this reporter out to his estate. Happily our star reporter went along. But an oversupply of cocktails before the ephemeral dinner, plus more "South'n hospitality" (julep variety) afterward, put Our Boy to sleep but good.

Too early in the morning he was awakened by a cotton-topped servant who thrust a mint julep under his nose.

Our Boy gagged and tried to fend it off.

"You'll be sorry, Man!" warned the servant. "This here's the onliest drink you'll get befo' breakfast."

Screwballs Are Valuable

E. I. du Pont de Nemours & Co. employs two top-rung psychiatrists—Dr. Frederick Dershimer and Gerald Gordon—on its medical staff. Their job is to upgrade the "mental health" of du Pont's thousands upon thousands of employees.

An important part of their work is the pre-testing of applicants for employment—as to stability, malleability, and social behavior.

Their tests are designed to protect both employees and employers from future troubles and conflicts.

"We don't believe in using psychiatry to screen out abnormal characters, however," footnotes Dr. Dershimer. "The most valuable employees often are screwballs. If you do a good enough screening job, you can hire people who are reasonably normal. But then your system may fall down. You're likely to reject uninhibited characters who could discover things like Nylon."

Amen!

An entirely new crop of young men must be sold on the idea of entering retail selling as a career, declares Charles A. Morrow, vice president in charge of merchandising for Mullins Mfg. Corp. Mr. Morrow recently has returned from a nationwide tour wherein he knocked himself out to recruit salesmen for his Youngstown kitchen dealers—a worthy campaign which was a disappointment.

Mr. Morrow is saddened by the lack of enthusiasm for salesmanship as a career. And he isn't alone. Nearly everyone we talk with in our industry has banged smack up against the same problem. Today's career-seekers seem to hold their noses at the very thought of selling. However:

"To bring the nation's retail selling force up to proper strength, manufacturers, distributors, and dealers will have to get out and recruit salesmen and train them—and in a hurry," Morrow warns.

Response to his firm's "Men Wanted" advertising campaign fell far short of the number expected, Morrow revealed. From the first 500 "leads" sent to distributors, only 36 out of 64 Mullins distributors reported that lads who were interested in selling as a career responded to distributor follow-ups. And only 130 salesmen were hired by all these distributors and put to work for retail dealers.

Mullins will redouble its efforts to attract promising retail sales talent, Morrow repeated. But he isn't sanguine about the results.

It seems that the young folk of this Era haven't been sold on selling.

Far from us to toot our own horn, but we've published a book, "It's a Great Life," which does attempt to

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FFLI Changes In By-Laws Dim Hopes For Reconciliation

By C. Dale Mericle

CHICAGO—Whatever hopes there may have been for a quick reconciliation of the two associations in the locker industry (made up of locker operators in the one and manufacturers, suppliers, and contractors in the other) were pretty much destroyed during the annual convention and exposition staged by the Frozen Food Locker Institute at the Sherman hotel here Oct. 2 to 6.

Encouraged by an attendance officially estimated as approximately 600, the FFLI is proceeding with plans to continue staging its own show. Cincinnati has been selected for next year's convention, Kansas City, Mo., for 1951.

As previously reported in the NEWS, the locker operators association decided during its convention a few weeks ago to hold its own show next year also.

FFLI, however, is making a concerted drive to enlist locker plant operators as members, and after a lengthy discussion of the problem on the Sunday afternoon preceding the exposition, formally adopted in its regular business meeting the proposed changes in by-laws that would let operators become members and

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Quinlivan Heads York Air Cooling Sales

YORK, Pa.—John R. Hertzler, vice president and general sales manager of York Corp., has announced the transfer of Laurence P. Quinlivan from the Cincinnati branch of the corporation, where he served as industrial sales engineer, to the factory in York, where he will take over the functions of manager, air conditioning sales.

Quinlivan has been with York continuously since he completed his postgraduate work at Case School of Applied Science in 1934.

Born and educated in Cleveland, Quinlivan took his B. S. in M. E., as well as his postgraduate work, at Case. He took the York Corp. student training course in 1934, and except for a brief period at the Pittsburgh branch of the corporation, has been continuously connected with the Cincinnati branch.

He is vice chairman of the Cincinnati chapter of ASRE and a member of the program and finance committee of the Engineering Society of Cleveland.

West Penn Power Chart Proves It

Big Chunk of Year's Sales Volume Occurs In Final Quarter

PITTSBURGH—Last quarter volume can be a big chunk of your year's appliance business, the West Penn Power Co. reminded dealers in its territory who might be inclined to think that 1949 is all over but the shouting.

To stress this point, the utility published a chart (reproduced below) to show what percentage of annual business was done in the last quarter of 1948 on various appliances by dealers in its territory.

There is no secret formula needed to get this business, just "aggressive and carefully planned promotions," the utility pointed out.

One such promotion it strongly recommended was for the dealer to

(Concluded on Page 4, Column 4)

Gibson Shows Refrigerators In 1950 Line

NEW ORLEANS—New products introduced by Gibson Refrigerator Co. at the first of a series of four regional conventions held here last week included the Pres-Toe refrigerator with foot pedal door opening and closing feature; the Touch-A-Tap refrigerator with built-in drinking water supply; two new space making apartment refrigerators with full length doors; new deluxe electric ranges with concealed oven units located outside the oven itself; automatic push button ranges in the moderate price class; and a new 10-cu. ft. chest type home freezer with all modern conveniences.

Features of the new products were shown to Gibson distributors in a new full color motion picture entitled, "Gibson Gives the Finest First." The crew of fourteen Gibson executives, headed by J. L. Johnson,

(Concluded on Page 4, Column 1)

3 Assume Key Sales Posts at Deepfreeze

NORTH CHICAGO, Ill.—Appointment of George F. Weisenbach as general sales manager of Deepfreeze Div., Motor Products Corp. was announced here recently by G. H. "Rock" Smith, vice president and general manager of the division.

Smith also announced the promotion of R. V. Newbell to manager of home freezer sales and of B. G. Sanderson to manager of refrigeration sales. Both will report directly to Weisenbach.

Weisenbach comes to Deepfreeze from the rubber industry where he has had a successful record as an executive in sales, merchandising, and advertising, according to Smith.

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Evaporative Condenser Prices Cut by Marlo

ST. LOUIS—Marlo Coil Co. has announced price reductions of approximately 20% on evaporative condensers for ammonia and FUA-FUB industrial cooling units for ammonia.

This price reduction, effective Sept. 1, was in line with recent reductions in the price of hot galvanizing. In accordance with Marlo's previously established policies, this price reduction is being passed on to the trade.

Lonerger Mfg. Co. Buys Refrigeration Corp. of America

ALBION, Mich.—The Lonergan Mfg. Co. here has purchased the Refrigeration Corp. of America, manufacturer of the "Frigid-Freezer" line of low-temperature cabinets, and will operate it as a subsidiary of the Lonergan Mfg. Co.

The announcement of the sale of Refrigeration Corp. of America was made jointly by S. J. Lonergan, Sr., president of the Albion company, and Henri Sadacca, president of Noma Electric Corp., of which Refrigeration Corp. was a subsidiary.

E. R. Legg, president and general manager of Refrigeration Corp. of America, will join the Lonergan company and continue to head up the activities of the Frigid-Freezer operations.

The Lonergan Mfg. Co. has been for a number of years a leading producer of oil and gas space heaters and furnaces, and also manufactures ventilating fans.

Lonerger officials believe that since space heaters and low-temperature cabinets have exactly opposite selling seasons and peak production periods, these products will perfectly complement one another in manufacturing operations—resulting in stability of employment for production personnel, and reductions in manufacturing costs.

Furthermore, since the major production equipment used in manufacturing space heaters is used in pro-

(Concluded on Page 21, Column 3)

Philco Plan Gives Frozen Food Buyer \$1 Per Label As Freezer Down Payment

PHILADELPHIA—A 60-day "Dollar a Label" promotion, which began Oct. 3 and which will continue through Dec. 3, has been announced by the Philco Corp. and the Birds Eye-Snyder Div. of General Foods Corp.

Philco dealers will honor 20 Birds Eye Frosted Foods labels as a \$20 payment on the purchase of either one of two Philco home freezers—models AV-75 (7½ cu. ft.) and DH-81 (8 cu. ft.)—for the duration of the joint promotion.

Incentives on volume purchases of frosted foods will be featured. More than 60,000 Philco and Birds Eye retail dealers will participate in this first nationwide joint campaign of a major freezer manufacturer and frosted food packer.

This national cooperative offer is designed to emphasize the increasing

(Concluded on Page 21, Column 5)

Steel Strike May Force Mfrs. To Close Down

Production Seen Lasting Only 2-4 Weeks If Steel Agreement Is Not Reached

DETROIT—Manufacturers of refrigerators and major appliances will be forced to close down production in two to four weeks if the steel strike continues, a survey of the situation reveals.

Most of the manufacturers intend to continue producing until they run out of materials. Considerable talk has circulated about the possible beginnings of allocations of finished products to dealers, but only one major manufacturer—Westinghouse—has made a definite announcement about allocations.

The Westinghouse Appliance Div. placed all its major electrical appliances on allocation as a result of the steel strike, it was announced by J. H. Ashbaugh, vice president.

Ashbaugh said the division has enough steel on hand for full appliance production through October, but that it will have to start cutting back Nov. 1 if the strike is still on. The division will be forced to shut down completely if either the coal or steel strikes last through November, he said.

Here's the situation on other major producers:

Frigidaire—"Steel on hand and being shipped will permit Frigidaire to continue production of all appliances at present rates until mid-November," one company spokesman was quoted

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Appliances Not on ECA Financing List

WASHINGTON, D. C.—Refrigerators, home freezers, washing machines, and ranges are included in a list of items considered ineligible for ECA financing, the Economic Cooperation Administration announced last week.

Household equipment is one of 14 general categories covered by the list. Other household items listed are vacuum cleaners, radios, other appliances, furniture, kitchenware, metalware, and glassware.

However, it was noted, repair and replacement parts for household

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Crosley Set To Begin \$2 Million Giveaway

NEW YORK CITY—Details of a \$2,000,000 contest to be staged by Crosley Div. of Avco Mfg. Corp. were revealed by W. A. Blees, Avco vice president and Crosley general sales manager, at the press showing of the company's new 1950 line in the Hotel Commodore here.

Blees described the contest as "by far the biggest giveaway in history." To enter, he explained, it will be necessary only to write, in a few words, "Why I Should Be Given a New 1950 Sheldador."

The giant contest, in which Crosley, its distributors, and dealers will give away an estimated \$2,000,000 in cash, complete steel kitchens, and refrigerators, opens Oct. 15 and continues through Nov. 30.

"This is the most spectacular promotion ever launched in the promotion-minded appliance industry," Blees stated. "Within a few days

(Concluded on Page 21, Column 4)

July Refrigerator Sales Increase 5% over June

NEW YORK CITY—July world sales of household electric refrigerators were up 5% over June, reports from 12 member companies to the National Electrical Manufacturers Association indicated recently.

A total of 327,429 units was sold during that month to bring the total sold by these firms for the first seven months of the year to 2,442,963.

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Percent 1948 Appliance Sales Made in Last Quarter As Reported by Dealers in West Penn Power Co. Area

Item	%	Item	%
Dishwashers	29.9	Ironers	36.1
Garbage Disposers	29.7	Automatic Washers	23.9
Food Mixers	48.0	Conventional Washers	24.1
Electric Ranges	26.8	Bed Coverings	67.2
Roasters	52.9	Cleaners	28.9
Freezers	28.0	Radios	36.4
Refrigerators	16.5	Water Heaters	28.2
Clothes Driers	57.0	Lighting	31.8

Rodgers, Layer, Correll Move To New Executive Positions at Frigidaire

DAYTON—Three important personnel changes in the Frigidaire sales organization were announced here recently by P. M. Bratten, general sales manager, Frigidaire Div., General Motors Corp. All are effective Oct. 1.

W. K. Rodgers, who was in charge of the national business office in New York, is now in charge of a new national business office opened in Chicago. Rodgers has been with Frigidaire since 1927. He has served as a service supervisor, sales engineer, district engineer, district representative, and, since 1946, has been in charge of the New York national business office.

W. F. Layer, former commercial sales manager for the eastern region, replaces Rodgers in charge of the New York national business office. He, too, has been associated with Frigidaire since 1927. His assignments have included apartment house sales, credit manager, factory national user sales, war products training, and national user sales.

E. R. Correll, who was commercial sales manager of the Baltimore-Washington branch of Frigidaire Sales Corp., became commercial sales manager, eastern region. He has been associated with the company since 1935 as a student engineer, sales engineer, and commercial sales manager. For two years he was employed by the Delco Frigidaire distributor in Oklahoma City.

Plumbing Supplies Group Accused of Price-Fixing

SAN FRANCISCO—Dissolution of the Northern California Plumbing & Heating Wholesalers Association, Inc. and an end to the publication of price books by George W. Lysaght, owner of the Current Price Bureau, is being sought by the U. S. government in an anti-trust suit filed here recently.

The government charges that the association and its member companies have fixed the prices of wholesale plumbing supplies in the San Francisco area which prices have been published in books put out by the bureau. It seeks to restrain these firms from further collusive action.

The association and 16 member companies were criminally indicted on similar counts last June.

Shobe, Inc. Takes on Philco Products, Replacing McDonald

MEMPHIS, Tenn.—Shobe, Inc. here has been named distributor of Philco products in the Memphis territory, succeeding McDonald Bros.

N. S. (Cy) Shobe is head of the new distributorship. His firm formerly handled Zenith products.

J. W. McDonald, president of McDonald Bros., issued the following statement: "Our distributorship with Philco was terminated by mutual agreement after a seven-year association. My firm expects to make an announcement within the next few days on another line of products which it will handle."

Phoenix Dealers Hear Arizona Utility's Plan To Resume Active Sales Promotion

Bidding for Bigger Load, Utility Will Aid Retailers

PHOENIX, Ariz.—Following nearly eight years of relative inactivity, the Central Arizona Light & Power Co. is re-entering the field of aggressive sales promotion of electric and gas appliances, but plans to cooperate with dealers rather than compete with them.

The utility's new sales promotion program, designed to help dealers share in an estimated \$9,692,000 potential market, was outlined to more than 300 Phoenix area dealers who were guests of the company at a recent meeting in Hotel Westward Ho, here.

Company executives assured the dealers that the utility does not intend to engage in full-scale appliance merchandising, but will sell directly to consumers only such appliances and equipment that may not be sold profitably by dealer organizations.

Pointing out that increased gas and electrical appliance sales by dealers would in turn mean increased load and revenue for the company, Henry B. Sargent, president of the utility, said the firm's main interest is to provide low cost dependable

electric and gas service at reasonable rates.

Don Willis, general sales manager, said that after eight years of inactivity in aggressive sales promotion it had been necessary to reorganize the company's entire sales department.

He said the expanded department now has a complement of 53 members, all of whom are engaged in the various phases of planning, supervising, and handling the details of the dealer-company sales plans.

In commenting on the Phoenix area appliance market, Willis said that during the past 10 years, the population of Phoenix and its metropolitan area has increased 80%, while utility customers have increased 148%.

Other speakers included Bob Field, central division sales manager, who presided; Lee Poe, central division manager; L. H. Shaff, residential and small commercial sales manager; Ruth Kruger, home service director; Clint Yates, industrial and commercial sales manager; A. W. Smith, sales promotion and advertising manager; and John P. Kimball, vice president.

Installing New Appliances Boosts Property Value, Apt. House Owners Told

SAN FRANCISCO—Apartment house owners have much to gain and nothing to lose by installing new appliances in their kitchens, John J. Massimi, Kelvinator manager of apartment house sales, declared at the recently held California State Apartment Conference here.

Massimi pointed out that such an investment reduces operating costs and increases the value of the property. In addition, he noted, the appliances can be bought on a "self-supporting" basis because the owners are permitted to raise rents for major improvements and they would realize savings on operating costs and service expenses.

Massimi stated "The resale value of the property is increased by an amount equal to approximately 10 times the yearly cost of maintaining and operating the old system, and that resale increase in value may be as much as double the cost of new refrigerators."

"You can depreciate the cost of the new refrigerator over an eight-year period of your tax return and thus save on taxes. And you are providing refrigeration on a standard comparable with new construction."

Victory Metal Shows New Commercial Line

PHILADELPHIA—After two years of experimental design, a new line of low-cost commercial refrigerators will be released this month by the Victory Metal Mfg. Corp. here.

The new line will carry the name "Sta-Kold" and, like the firm's "Vimco" refrigerators, will be of all-metal construction. Liberal use of stainless steel on surfaces where most wear centers is an extra feature of the Sta-Kold boxes.

"This new line of ours answers the trade's need for solidly built all-metal refrigerators in the lower price brackets," explains A. Raymond, president of Victory.

"We are using the same refrigeration components in our Sta-Kold boxes as we do in Vimco. Furthermore, the same gauge stainless steel is used in both."

Woods Succeeds Young as AMC Appliance Merchandising Agent

NEW YORK CITY—Effective Nov. 7, Irving D. Woods has been named merchandise representative of major appliances in the Home Furnishings Div. of Associated Merchandising Corp., it was announced recently by Herbert O. Bergdahl, executive vice president.

Woods succeeds Charles T. Young, who has resigned. Woods has been merchandise representative of toys, sporting goods, and cameras since 1945 when he joined AMC.

Flexible Control of Air Conditions Attained In Florida Office Bldg.

WINTER HAVEN, Fla.—An application which demonstrates the flexibility of packaged units in providing zone control air conditioning in a structure having a number of different kinds of occupants, is to be found in the new Coker building located here.

The second floor, which is served by elevators and stairs, has a doctor's clinic in one half of the building. Seven doctors and dentists use the clinic, which has a central waiting room. The other half of the second floor consists of seven individual and private offices.

The upstairs is air conditioned with 17½ tons of Typhoon package units consisting of one 10-ton unit with evaporative condenser for the doctor suite and one 7½-ton unit with evaporative condenser for the miscellaneous offices. These units are placed in one machine room with ducts to each office space.

The City Drug Co. on the first floor is air conditioned with a 7½-ton unit with evaporative condenser placed in the back wall blowing toward the front door. There is a ceiling fan located at the front door which is used to keep out insects, and the door remains open at all times.

The evaporative condenser for this unit gets its air from the space between the floor of the second floor and the ceiling, and it is supplied from the building hall with a ceiling ventilator. This also gives positive ventilation to the hall. It is discharged outside the side wall through an automatic shutter.

The evaporative condensers for the upstairs get their air from the attic of the building and it is discharged on the roof. This helps the heat load in the attic by giving it positive circulation.

Incidentally, it has no ill effect on the head pressure because of the warmer air involved. The head pressure is running about 110 lbs., which speaks well for the efficiency of the evaporative condensers.

Installation and engineering was done by Advance Appliance Inc. of Tampa, Fla., the Typhoon dealer in that area.

McDougall Appointed Assistant Sales Mgr. at Kennard Corp.

ST. LOUIS—Ben M. McDougall has joined Kennard Corp. as assistant sales manager, the company announced.

He is an engineering graduate of Southwestern Louisiana Institute and charter member of New Orleans A.S.R.E. Section. He served as laboratory test engineer and sales representative of Alco in the southeast area and more recently as manager of Crown Insulation Co., Columbia, S. C.



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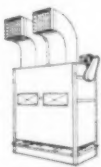
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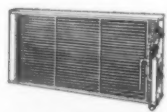
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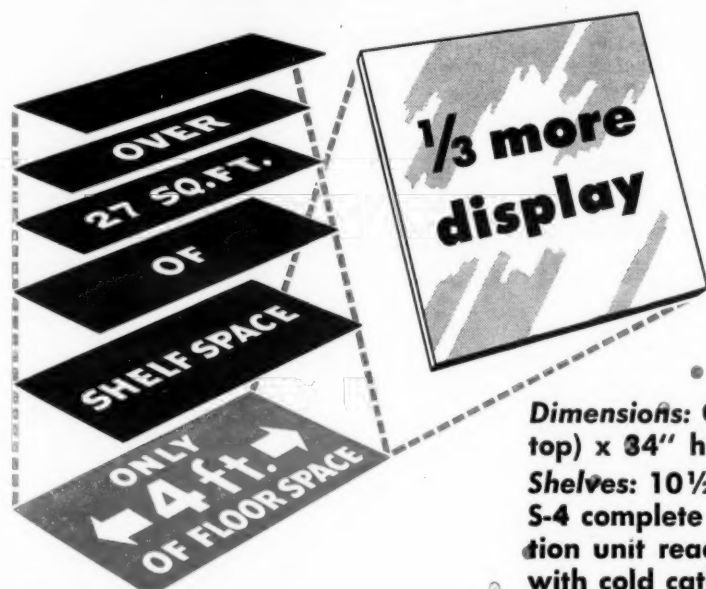
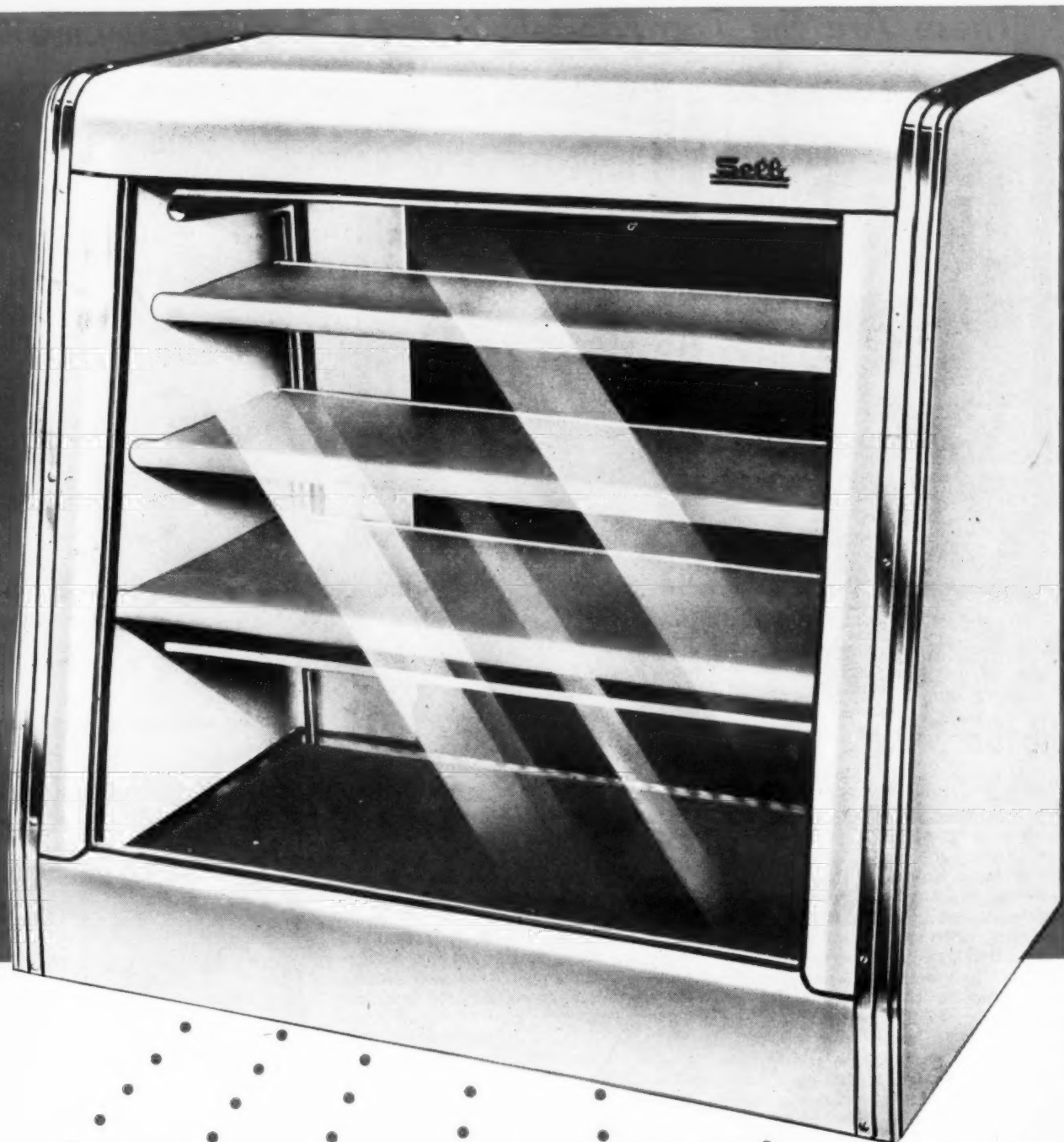
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Box 3300, Air Conditioning & Refrigeration News

THE CASE THAT SELLS TO MORE OUTLETS than all others put together!

Selb S-4
refrigerated
DISPLAY CASE



The butcher, the baker, the candy stick maker—they're all buying the Selb S-4—and the florist, the dairy store, the delicatessen, and the druggist too—they all need this popular refrigerated display case. It's important equipment for every size of business, from the confectioner to the largest supermarket. The Selb S-4 sells more—and it fits any store.

The Selb S-4 brings added display and expansion facilities to retail outlets. Besides compactness and high utility, it provides the flexibility of all-purpose adaptability—as well as portability—in the Selb XS-4 self-contained unit. Gleaming white enamel with glistening chromium trim... fluorescent illuminated... non-fogging, crystal clear, glass front. The finest equipment... worthy of the Selb quality name... engineered and manufactured in one of the largest most modern specialized plants in the country.

Dimensions: Case 48" long x 30" wide (23" at top) 50" high, side unit 24" x 28" (24" at top) x 34" high. Over 22 cubic feet capacity.

Shelves: 10 1/2" x 42 1/2", 13 1/2" x 42", 17" x 42". Bottom area 24" x 42"

S-4 complete with cooling coils and expansion valve. XS-4 complete with 1/4 h. p. refrigeration unit ready to plug in—no special wiring or tubing installation necessary. Illuminated with cold cathode fluorescent lighting.

Construction: Rustproofed, heavy gauge, sheet steel inside and outside, gleaming white baked enamel finish trimmed with glistening chrome. Alumilite finish shelves. Display front is crystal clear, triple-paned, non-fogging, high strength glass 38 1/2" x 38 1/2" (equivalent to average 6 ft. case).



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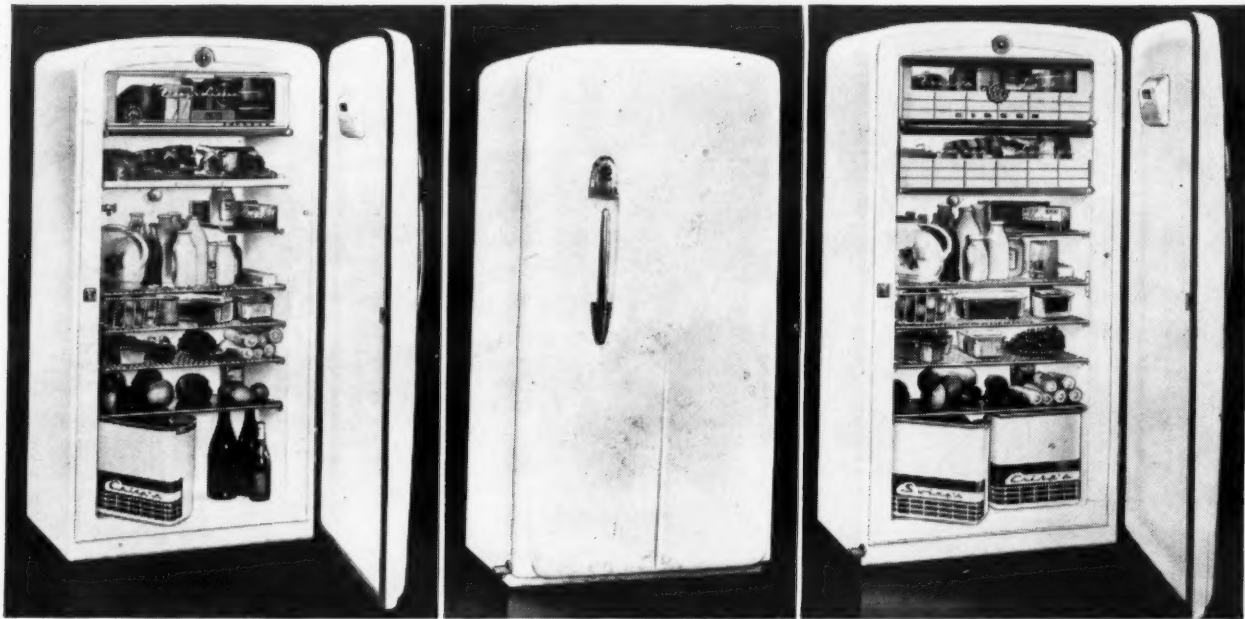
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These Are the Top Models In the Gibson 1950 Line



Touch-A-Tap model GL-1130 (left) provides cold drinking water at all times. Center photo shows general exterior appearance of all three top models in the Gibson line. Model GL-1150 (right) is equipped with the Pres-Toe automatic door opener and closer.

Gibson Stages First of Four Showings--

(Concluded from Page 1, Column 3) sales manager, will repeat the convention program in Grand Rapids, New York City, and San Francisco during the balance of this month.

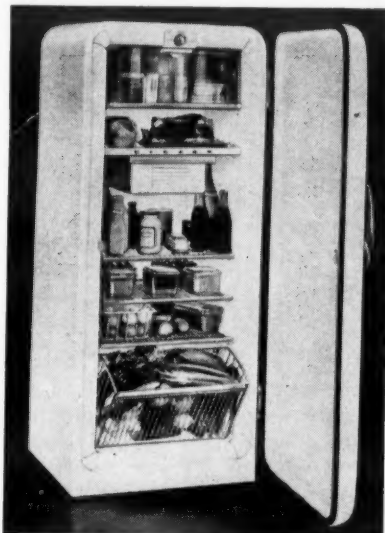
At the top of the Gibson 1950 refrigerator line is the model GL-1150, equipped with the new Pres-Toe automatic door opener and closer. This feature makes it possible for the housewife to approach the refrigerator with both hands full, place the food inside, and use both to remove other food.

The refrigerator is equipped with the Gibson Freezer Locker and Fresh'ner Locker. When a large plastic tray is inserted below the Fresh'ner Locker this creates a "Super Locker" holding over 90 lbs. of frozen foods. Twin Swing'r Crispers, easily removable to the work table, double the available fruit and vegetable storage space. There is a Butt'ry built into the door, where butter is kept at the perfect tem-

perature for spreading. With 11 cu. ft. capacity and over 20 sq. ft. of shelf area the model has a suggested price of \$359.95.

The next deluxe refrigerator in the Gibson line, model GL-1130 has a new and unusual feature, the Touch-A-Tap built-in water supply. An auxiliary coil, built into the refrigerator and connected to the domestic water supply makes cold drinking water available at all times. This 11-cu. ft. model also has the Butt'ry, and a large Swing'r Crisper. Like other Gibson models it is equipped with Snap-Seal door latch. The suggested retail price is \$344.95.

For the family who wants a maximum of food storage at moderate cost is the Gibson model GL-1100. Equipped with Freezer Locker and Fresh'ner Shelf, and a swinging crisper, the eleven-foot model has a suggested retail price of \$299.95. Like the other two eleven-foot Gibson refrigerators, it has Top-to-Toe re-



Gibson model B-720

frigeration, made possible by full length doors.

Gibson will continue marketing two refrigerators with ¾ length doors. The deluxe model G-890, with a suggested retail price of \$279.95 has the full width Freezer Locker and Fresh'ner Shelf, a full width glass topped crisper and a non-refrigerated tilt bin at the bottom. The model G-800, with a suggested price of \$239.95 is said to be the only low priced refrigerator with full width horizontal frozen food space plus a Fresh'ner shelf.

For cottages and small homes Gibson is offering two new space making refrigerators featuring top-to-toe refrigeration with full length doors.

Each of the two models has in excess of 7 cu. ft. of storage capacity, yet fits in a floor space formerly used for a 4-cu. ft. refrigerator, the manufacturer claims.

Exterior dimensions of the space making refrigerators are 24½ in. wide by 58½ in. high.

An automatic light illuminates the food cabinets. Both refrigerators are available with either right or left-hand doors at no extra cost.

Equipped with the Gibson Freezer Locker and Fresh'ner Shelf, the model 720, with a shelf area of 11.9 sq. ft. has all the features of a larger deluxe refrigerator.

There are two ice cube trays, one tilt-out, and one Jiffy-Cube Plastray. Other deluxe features include a sliding crisper and a big refrigerator wire storage bin. Suggested retail list price is \$214.95.

Gibson model 700, with a suggested retail list of \$189.95, has 13.6 sq. ft. of shelf area. It has an oversize freezing unit of conventional design fitted with two ice cube trays. There is a deep glass defrosting dish that doubles for storing meat.

At the New Orleans meeting Gibson unveiled a new home freezer in

a size that is believed to be the most popular today—the 10-cu. ft. model 1050. Built to retail for a suggested price of \$349.95, the new unit is 54½ in. long and 28 in. wide, having space for 360 lbs. of frozen foods. Equipped with a full complement of wire baskets the freezer has a counterbalanced lid, interior light, snap-action handle with lock.

Gibson will continue to market the popular upright freezer, model 719 with a suggested price of \$279.95, and the 15-cu. ft. model 1550, at \$499.95.

Gibson's new array of electric ranges is headed by the model H—a deluxe two-oven range that features a hot wall oven with concealed bottom heating unit, built outside the oven itself. This construction not only provides more space in the large 16 x 16 x 20-in. banquet oven, but makes cold start baking, using the electric timer, very practical.

Other features of the range, which has a suggested price of \$369.95 are push button surface unit with seven cooking speeds, the Ups-A-Daisy, a burner that is a well cooker down and a surface unit up, a convenience oven with broiler and concealed bottom unit, roller bearing storage drawers, and full-width control panel with fluorescent lighting.

Completing the Gibson deluxe range line are the model G—suggested price \$329.95; the model E—\$279.95; and model D at \$239.95. Equipped with seven push button controls for each surface burner, these ranges put "push button" models in the moderate price class.

A strong bid for the mass range market will be made by the Gibson model C range with a suggested price of \$179.95. Like the deluxe models, this range has a full-sized banquet oven with auxiliary storage space. Controls are located in the "cool zone" and all panels are heavy, acid-resistant porcelain. There is a 6-qt. deep well Kookall cooker, convenience outlet, concealed oven vent, and the oven has a high-speed broiler.

To complete its range line Gibson is offering two apartment-size units—the model A-4 with four top burners, at a suggested price of \$164.95, and the model A-3 with three top burners at the suggested price of \$164.95. Both ranges have full-size banquet ovens, 7-heat burners, high-speed broilers, and porcelain construction.

Last Quarter Sales--

(Concluded from Page 1, Column 2)

stage a "double feature" group demonstration of two appliances that tie in well with each other. Such pairing of appliances, such as a home freezer and electric range or clothes washer and water heater, exposes the prospects to two sales stories at the same time. One appliance will often help sell the other, the utility said.

"In support of their planned promotions, alert dealers maintain adequate stocks and see to it that their merchandise is well displayed," the utility declared.

"Their advertising efforts and display activities are well coordinated. When they hold a group demonstration, it's no 'surprise party' for the prospects they want, but a well publicized event."

Production Shutdown--

(Concluded from Page 1, Column 5) as saying. In answer to a query concerning a rumor that the company might reject future orders from retailers, it was stated "no policy on dealer orders has been worked out as yet."

Kelvinator—"Steel on hand to last for 30 to 40 days production. Will continue to produce appliances as long as materials hold out."

General Electric—Still taking orders on all appliances despite unofficial retail reports that it is preparing to reject further dealer orders. But Harry Erlicher, vice president in charge of purchasing, states "The strike will cripple the company's operations generally in three to four weeks."

Philco—Philco "has expected trouble and tried to prepare for it," declared William H. Chaffee, vice president and director of purchasing. Can possibly continue refrigerator production for 60 days.

Norge—Can carry production of its appliance lines through almost the entire first quarter of 1950 even if steel supplies are completely choked off, it was stated by George H. Smith, president of the Norge Div.

Some of the washer manufacturers seem to be in shorter supply on steel. Maytag has cut out all overtime (which its employees have been working for some weeks) and is on a 40-hour standard work week. Thor and Apex expect to keep going for about 30 days.

Big N. Y. Retailers See Stocks Lasting 2 Mos.

NEW YORK CITY—Major appliance inventories now in the hands of retailers supplemented by shipments or orders which manufacturers now have on hand will enable the bigger retailers in the New York metropolitan area to meet normal consumer demand for at least 60 days, no matter how long the steel strike goes on.

This was the opinion garnered from a department store executive, a buyer for a big appliance and radio chain, and an official of a large home furnishings chain.

The home furnishings organization official said his orders now with factories are 15 to 20% heavier than they would have been if a steel strike had not occurred. He said this is "planned overbuying" and added his inventory of major appliances is good for 60 days.

The official of the radio and appliance chain thought his organization might go for more than 60 days, but believed that he might run into a shortage problem on low-priced refrigerators before that time.

The three retailer officials were in agreement that the steel strike, if continued for any time at all, will eliminate the possibility of "dumping" by producers in January, no matter how much factory orders drop as retail sales decline.

A NEW SOURCE OF EXTRA PROFITS! SELL 'PACKAGE DEALS' TO GROCERY STORES WIDE AWAKE DEALERS WANTED!

Our complete line of wood fixtures such as gondolas, produce racks, shelving, check-out counters, etc. is your key to a new source of extra profits in the grocery store field.



Learn how you can increase your sales of refrigerated equipment to grocery stores AND make a good profit on our custom built wood fixtures at the same time.

SELL THEM A PACKAGE DEAL WE SHOW YOU HOW
FREE DEALER LAY-OUT SERVICE

For More Details Phone, Write, or Wire—

U. S. STORE FIXTURE COMPANY
(Div. of U. S. Plastic & Wood Products Co.)
3519 St. Clair Avenue Cleveland 14, Ohio
Phone: Express 7749



here's the meter we've been looking for. Send for a sample. I want to see how that jam-proof feature works.

ROBCO Commercial COLLECTOMETER

for time payment selling
of COMMERCIAL EQUIPMENT

JAM-PROOF Special ROBCO construction does not allow second coin to enter chute until first is cleared. Eliminates possibility of jams, troublesome emergency service calls.

SIMPLE TIME SETTING If a change of the daily charge is desired, the only tool needed is a screw driver. No parts to store, anyone can do it.

STEADY, DEPENDABLE OPERATION The ROBCO Meter has been tested exhaustively under the most severe operating conditions. Fully guaranteed for one year.

TAMPER-PROOF The ROBCO meter is constructed with two separate compartments. Each with a different lock. One contains all the mechanism; coin compartment will hold up to \$150 in quarters. Beautifully finished in hammertone grey to blend with any equipment.

\$15.95

FOB New York Factory

SEND FOR YOUR
SAMPLE TODAY!

Wm. J. Doherty, Inc. 70 East 45th St. New York
Gentlemen:
☐ We're interested in further information.
☐ Send us a sample ROBCO Commercial COLLECTOMETER @ \$15.95 C.O.D.

Name _____
Company _____
Address _____
City _____ State _____

What Happened In the Industry

As Reported In Air Conditioning &
Refrigeration News

20 Years Ago . . .

John Tarr, salesman for Kansas Gas & Electric Co., Wichita, Kan., claimed the sale of one Frigidaire per day for 154 consecutive sales days in Independence, Kan., which then had a population of 11,000.

The Christian Science Church in Boston installed a refrigeration system in its vault to protect valuable documents from rapid deterioration. Among the papers were original manuscripts by Mary Baker Eddy, founder of the Christian Science faith. Also, United Iron Works, low bidder on a contract to install a refrigeration plant in the Criminal Courts building in New Orleans, lost the contract because its system employed methyl chloride.

. . . People

H. W. Kumler, J. M. Walker, and C. J. Enderle were added to the staff of the General Electric central station division, electric refrigeration department. . . R. D. Van Dyke was appointed manager of Frigidaire's Providence, R. I. branch.

H. G. Veneman, former sales engineer for Frick Co., accepted a post as head of Purdue university's refrigeration department.

15 Years Ago . . .

On Monday, Oct. 15, the Dairy Show opened in Cleveland with more than 250 companies exhibiting. . . FHA ruled that refrigerators permanently attached to the wiring were "built in" and could be financed by this government agency.

It was decided by the Radio Manufacturers Association to function under the Nema code. . . G-E introduced a trailer for transporting laundry equipment, wheelbarrow fashion, right into the prospect's home. What were claimed to be the "first air conditioned babies" were born at the Crawford W. Long Memorial hospital, Atlanta.

Chrysler Corp. acquired a new plant for production of the Airtemp line of air conditioning equipment.

. . . People

Harry Newcomb was named general manager of the commercial electric refrigeration division of Servel, Inc. . . W. C. "Bill" Rowles was appointed sales manager of the commercial refrigeration, gas range, and air conditioning divisions of Norge.

Uniflow Mfg. Co. appointed John J. Quirk as distributor for its refrigeration line in Michigan. . . George Faurie joined the sales promotion department of Delco Products Co.

10 Years Ago . . .

U. S. Grand Jury was set to probe alleged restraining practices of electrical suppliers, contractors, and unions in the New York area. . . Cork was declared a critical material by the War Department. R. H. Macy & Co. offered a time payment plan for the first time since the founding of the store in 1858.

Studies made of the "Frozen Sleep" treatment for cancer indicated that an air conditioned room was required for the patient.

. . . People

E. B. Williams became the sales manager for Hotpoint's refrigeration division. . . Gale Products appointed J. M. Brennan as central zone manager.

Nebraska-Iowa Electrical Group Plans 10 Conference Speakers

OMAHA, Neb. — Nebraska-Iowa Electrical Council's fourth annual conference will be held Nov. 3 and 4 at the Hotel Fonteneille here, it has been announced by G. H. Balliet, chairman of the conference committee.

He said 10 top-notch speakers from all over the country have been lined up for the event. Also on the program will be the manufacturers' trade exhibit, banquet, and cocktail hour.

'Spotlight Specials' In Local Paper Solve Western Town's Wednesday Sales Doldrums

BREMERTON, Wash. — Wednesday, formerly the slowest day of the week, is now runner-up to Saturday in both floor traffic and sales volume for appliance dealers and other merchants of Bremerton.

This has been accomplished through the medium of Wednesday "Spotlight Specials" advertised in the *Bremerton Sun*.

This original group advertising promotional idea originated with the advertising department of the *Sun*, the only daily newspaper in this city of 33,000 population.

First appearance of the Spotlight Specials was on Jan. 23, 1947. Results have been so consistently good that they have appeared regularly on Tuesday of each week, ever since.

The advertisements are run in a separate part of the newspaper, with no news articles or other advertising matter on the pages in which they appear. Each page of advertisements carries a full 8-column, 3-in. header across its top. All advertisements are a uniform 2 columns by 2½ in. in size, and all are similar in make-up.

Though a firm may take more than one advertisement per issue, it cannot buy a larger advertisement nor resort to unusual make-up to attract attention at the expense of other advertisers.

Only one item may be promoted in each advertisement. Merchants are urged to make this a genuine bargain which will attract customers to their store and to the shopping district.

There are always at least two full pages of Specials, and occasionally three and even four pages have been run. There have also been two anniversary issues carrying an 8-page special section for Spotlight Specials alone. These are put out in "rainbow color," with two pages in red, two in blue, etc. One full page holds 28 advertisements.

A device to attract readers to the section has been the placing of names of Bremerton and rural residents in different advertisements throughout the section. Names were chosen at random from the city directory, telephone directory, and similar sources, with 20 names inserted with each issue.

The individuals thus selected were offered a dollar's worth of merchandise from any advertising merchant. To qualify, they had to report at the office of the *Sun*, where they received a coupon which they then cashed at the store they selected. The coupon, of course, was good only for that particular Wednesday.

A similar use was made of car license numbers. Though these two devices are no longer used, they were partially responsible for originally stimulating the wide attention which the Specials receive.

Merchants have found the advertisements effective by using a point-

Bureau Hits Widespread Use of 'Extreme' Price Comparisons In Ads

NEW YORK CITY — The Better Business Bureau of New York City wants retailers to voluntarily agree not to use extreme price comparisons in their advertising, Hugh R. Jackson, president of the bureau, declared recently.

Jackson asserted that he considers extreme comparisons to be those in which an article is claimed to have a value of 20% or more greater than its selling price.

Such claims might read, "Now \$7.50, valued at \$10" or "Now \$7.50, formerly selling for \$10."

Jackson pointed out that a poll taken in Pittsburgh by the Better Business Bureau and Duquesne university revealed 71.5% of the persons interviewed said they believed and would be interested in advertisements that offered reductions of 20% or less. Interest dropped sharply when larger reductions were offered.

He stated, "The increasing tendency on the part of all too many retailers to use comparative price claims, or percentage savings claims . . . tax the credulity of the potential customer and undermine the confidence of the public in all advertising."

Jackson added that the bureau had no desire to thwart legitimate comparative price advertising where the reason for the drop in price is explained in the advertisement.

PEOPLE'S STORE
Fifth and Pacific Phone 740

Save \$100.00 Special Factory Purchase of this Famous Make
ELECTRIC RANGE
Reg. 249.95

• 7 Heat Surface Units
• 4 Qt. Economy Cooker
• Platform Lamp
• Minute Timer
• White Porcelain Finish
• Fully Guaranteed
NOW
Limited Quantity—Easy Terms

\$149⁹⁵

Bremerton dealers filled a page with several of these uniform size advertisements spotlighting mid-week specials.

of-sale tie-in. This consists of an 11 by 14-in. "Spotlight Special" card with a space in the center for mounting of the firm's advertisement for that week.

Several cards are supplied to the merchant, who places them where they will be seen in the window or inside the store.

The Specials have had particularly strong appeal for the small dealer who cannot afford an expensive advertising campaign. They provide a medium through which he can reach the public at relatively small cost, yet which he knows will be read with attention.

Since advertisements are the same size and make-up, his gets the same attention as does the larger merchant's. The advertisements have also been effective in clearing dealers' shelves of slow-moving merchandise which had to be disposed of anyhow, at substantial price reductions.

Dept. Store Sells 80 Used Refrigerators In 1 Day With Full-Page Ad

WILKES-BARRE, Pa. — One of the biggest trade-in refrigerator sales in the history of this area, was staged by the Lazarus department store here in early August, when the company sold 80 used refrigerators on a single day.

Instead of reconditioning and reselling old refrigerators as rapidly as they are received, the Lazarus store appliance department accumulates its trade-ins and then stages "bargain sales" which have become a closely-watched-for feature.

The idea shows many advantages, according to the Lazarus management, inasmuch as all sales are made from the warehouse. This means that the refrigerators only have to be handled once. Many customers come for the boxes with trailers or trucks, which saves the store considerable handling expense.

The August sale was built around a stock of 120 trade-ins, which were all reconditioned with the exception of those most recently received.

To advertise the sale, the company used a full-page in a local newspaper, with a map showing the route to the store's warehouse, and a complete list of the many brands of used boxes involved.

The price schedule was based on \$50 for the better-condition, large cubic foot refrigerators, \$35 for larger size, "as is" boxes, \$25 for apartment sizes, 6-cu. ft. sizes, down to \$10 for those which require further work, and were not in active opera-

tion. It was said that dealers purchased some of the lower-priced models.

With the 80 boxes sold in a single day, the remaining group were all priced at \$25, and disposed of with a smaller, classified advertisement.

"While the market for trade-in refrigerators is getting smaller, we have found that a large sale of this kind will invariably move all we have on hand," an appliance executive stated.

"Many of the lower-priced models, which are sold at a break-even price to protect the profit on the new appliance sale, are purchased by mechanics who do their own repairs."

Smith Heads Frigidaire Appliance Sales In East

NEW YORK CITY — Richard H. Smith, manager of appliance research, marketing research department, Frigidaire Div. of General Motors, has been appointed appliance sales manager of the division's eastern sales region, reports R. H. Huston, eastern regional manager. Smith will fill the regional post which was left vacant when H. M. Cline was promoted.

Associated with Frigidaire since 1946, Smith served as supervisor of distribution research, and supervisor of markets and product research before he was promoted to manager of appliance research in 1947.



Why Wolverine Copper Refrigeration Tube *Outsells* Nearly All Others

because

IT IS CLEAN—Its smooth, mirror-like interior assures you of a dependable, uniform flow of fluids or gases.

IT IS DRY—Both ends are solder-sealed.

IT IS UNIFORM—Quality-controlled from ore to finished product—every inch of the way.

IT IS EASY TO BEND—Quickly conforms to any curves. Easily installed. Joints simply made.

PROTECTED IN STURDY PACKAGE—Individually—50-foot length to each coil. Facilitating selling, handling, stocking, inventorying, identifying, displaying, merchandising, and using.

**PRICED ON
PER-COIL BASIS**

THERE IS A DIFFERENCE
IN TUBING—
specify Wolverine



WOLVERINE TUBE DIVISION
CALUMET AND HECLA CONSOLIDATED COPPER COMPANY
INCORPORATED

MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

1413 CENTRAL AVENUE

DETROIT 9, MICHIGAN

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)
sell young men on the advantages of Salesmanship As a Career. (Also, it tells them how to be successful in selling). Some of the arguments in this book, readers have been kind enough to report, are quite convincing.

Priced only \$2.50.

What's Wrong with Ice Cream?

Per capita consumption of ice cream in this country has dropped 200,000,000 gallons since 1946, according to M. L. Finneburgh, general sales manager of the soda fountain division for the Liquid Carbonic Co., Chicago.

Mr. Finneburgh declares that the American public has tired of the way ice cream has been served to them at soda fountains.

And he's right.

Not long ago "Inside Dope" criticized the entire ice cream manufacturing and distributing business for its lethargy and lack of imagination. This critique was reprinted widely, and it was rumored that the Secretary of the Ice Cream Manufacturers Association was working on an answer to this condemnation.

So far: No answer.

In the meantime, a practical criticism of ice cream merchandising methods—contributed to the NEWS by a high-caliber, diplomatic gentleman who seldom enters into a controversy—lay a-waiting on our desk. Inasmuch as the Ice Cream Association's hired secretary hasn't been able to rebut our acerbation as yet, there's no reason for delaying the publication of this letter. So, let's quote:

Automatic Products Co.
Milwaukee 10, Wis.

Editor:

I am interested in your article, "Ice Cream: A Sick Industry."

We receive a lot of trade papers here; and for quite a while now the ice cream trade papers have been bemoaning their lack of business and the falling off of ice cream demand. If everyone's experience is the same as mine, it is very easy to see why. It is simply too hard to eat.

I don't think I have had a dish of ice cream for a couple of years—and I am very fond of it. When they try to sell me ice cream that is as hard as paving brick, I don't want any part of it.

Just thought you would be interested.

E. A. VALLEE,
Executive Vice President.

Right as Rain

The Illinois Medical Journal lists the Eleven Ages of Man in this way:

1. Milk.
2. Milk and bread.
3. Milk, bread, eggs, and spinach.
4. Oatmeal, bread and butter, green apples, and all-day suckers.
5. Ice cream soda and hot dogs.
6. Minute steak, fried potatoes, coffee, and apple pie.
7. Bouillon, roast duck, scalloped potatoes, creamed broccoli, fruit salad, divinity fudge, and demitasse.
8. Pate de foie gras, wiener schnitzel, potatoes Parisienne, egg plant a l'opera, demitasse, and Roquefort cheese.
9. Two soft-boiled eggs, toast, and milk.
10. Crackers and milk.
11. Milk.

'It's a Great Life'

Thus far we've resisted the temptation to quote testimonials about our book, "It's a Great Life"—which persuades young men that selling is a proud, rewarding profession, and helps them get started on that career.

However, so many of our friends in the home appliance, refrigeration, and air conditioning industries are getting so jittery about the task of recruiting salesmen that we now think it's high time to quote the following letters:

Frigidaire Div. General Motors Corp.
Dayton 1, Ohio

I want to say that your newest book, "It's a Great Life," is most interesting.

I believe it does, better than anything I have ever read, set up salesmanship as a respectable profession. In keeping with your usual style, it has plenty of timely examples and illustrations.

F. H. PETERS,
Advertising Manager

Sherer-Gillett Co.
Marshall, Mich.

Editor:

Your book, "It's a Great Life," certainly indicates that your years of association with some of the country's top salesmen have imbued you with a love for that profession. I am convinced that as your readers continue on through the book that they are going to catch that same spirit and will finish with a new respect for what salesmen are and what they accomplish in making it possible for us to enjoy what the nationals of other countries can only dream about.

J. H. WILSON,
Sales Promotion Manager

Coos Bay, Ore.

Editor:

Since I have been a salesman for everything under the sun for thirty-three years, I surely am enthused over this work, and it is a pleasure to find someone who knows what our kind of life is like. My best regards to the man, and I wish I could meet him personally. Please send me the five other books he has written as soon as possible and I will mail you a check.

C. H. CROTHERS

Philco Corp.
Philadelphia 34, Pa.

Editor:

I've already started reading your new book, "It's a Great Life," and I like it very much. I mentioned the other evening, in a conversation with Paul Jones, that I like your writing style. You're easy to read and I think you ought to know I enjoy your writings very much.

WALTER EICHELBERGER,
Sales Manager—Refrigeration Div.

Nash-Kelvinator Corp.
Detroit 32, Mich.

Editor:

Your new book is very timely. So many salesmen have forgotten how to sell—and it is rather difficult to get laughs out of them these days.

E. H. WILCOX,
Manager Export Division

Hotpoint, Inc.
Chicago, Ill.

Editor:

Certainly your so-called "labor of love" books on specialty merchandising are a worthy cause. I know that these books contain a lot of sound information. They should do much in selling salesmanship.

JAMES J. NANCE,
President

Motor Products Corp.
Deepfreeze Div.
North Chicago, Ill.

Editor:

There has always been a shortage of INTERESTING MATERIAL for salesmen, and your contributions stand out like a headlight in the growing darkness of real salesmanship.

"ROCK" SMITH,
Vice President & General Manager

Brunner Mfg. Co.
Utica, N. Y.

Editor:

You disrupted things in my sanctum to a considerable extent when I read your new book: "It's a Great Life." I read it the day I got it. You have put together a lot of what we all have learned in very readable form, and I am sure it is going to be very helpful to many.

O. R. McDONALD,
Advertising Manager

Leonard Refrigerators
Detroit 32, Mich.

Editor:

I have always enjoyed very much reading these books of yours and I'm sure it is no surprise to you how helpful they have been in various speeches I have had to make. I think they are doing a mighty good job.

WALTER JEFFREY,
Sales Manager

Tecumseh Products Co.
Tecumseh, Mich.

Editor:

I have spent some pleasant moments reading your latest book, "It's a Great Life." I marvel at the energy you have and the thoroughness with which you do this fine work.

C. M. BROWN,
General Manager, Refrigeration Div.

York Corp.
York, Pa.

Editor:

The title of your newest book, "It's a Great Life," is interesting, the subject matter is of vital interest to me, and I commend you for your effort and that of anyone else who will assist in that urgent and timely vocation of selling salesmen on selling and selling now.

JOHN R. HERTZLER,
Vice President & General Sales Mgr.

Carrier Corp.
Syracuse 1, N. Y.

Editor:

Your new book, "It's a Great Life," is timely. Because I am familiar with your brilliant style of writing, I am sure that it will be a big success.

F. K. RAY,
Advertising & Sales Promotion Mgr.

Frigidaire Div. General Motors Corp.
Dayton 1, Ohio

Editor:

All of us in the refrigeration business do have a big job to do in getting our selling people geared to the task confronting us. And I'm sure we'll get a great deal of personal benefit from your book, "It's a Great Life."

HERMAN LEHMAN,
Assistant Sales Manager

Westinghouse Electric Corp.
Springfield 2, Mass.

Editor:

The timing for your latest book, "It's a Great Life," is perfect—and if it will help any of us to sell more, you have really made a contribution to our industry.

H. F. HILDRETH,
Manager, Refrigeration
Specialties Dept.

Servel, Inc.
Evansville 20, Ind.

Editor:

In the 20 years of my association with the refrigeration industry there has never been such an overwhelming need for effective salesmanship as we face today. I venture the prediction that your new book, as well as "One Foot in the Door" and "The Marshal's Baton," will be much in demand.

LOUIS RUTHENBURG,
President

Norge Div., Borg-Warner Corp.
Detroit 26, Mich.

Editor:

You are my favorite business author and, since you write about my favorite business, I consider your works to be the keystone of my business library.

C. H. MACMAHON,
Director of Advertising

Frigidaire Div., General Motors Corp.
Dayton 1, Ohio

Editor:

I have just finished reading your book, "It's a Great Life" and I want to compliment you on another swell piece of work. I am sure I do not need to tell you that you have made a number of basic and very much worth while contributions to the development of our industry, particularly in the specialty selling profession, so, here's hoping you keep up the good work.

PHIL BRATTEN,
General Sales Manager

Sporlan Valve Co.
St. Louis 17, Mo.

Editor:

Thumbing through your new book, "It's a Great Life," and reading a few passages here and there, it looks as though you have again done an outstanding job. Congratulations on this very fine contribution to the industry.

H. F. SPOEHRER

Peerless of America
Chicago 25, Ill.

Editor:

Sincerely hope you have success in the sale of "It's a Great Life." It's as good as "One Foot in the Door," and "The Marshal's Baton," and so I'm sure it will be successful. You certainly are keeping up with your writing, George, and I don't know how you have the time to do it.

M. W. KNIGHT,
General Sales Mgr.

General Electric Co.
Bridgeport, Conn.

Editor:

I don't know how you do it, George, but I know you do. Your latest book, "It's a Great Life," will do a great job for us—just as your "One Foot in the Door" and "The Marshal's Baton" already have.

We knew we were going to have a retraining job to do, postwar, and honestly we organized for it even before VJ-Day. We have put out tons of fine films, slide films, film text books, the LaSalle Course, training guides, booklets, etc., etc. but the "equally distributed ignorance" which exists today about the job of selling electric appliances both at the wholesale and retail level is appalling. Please do not misunderstand this harsh statement. I am not blaming anyone for the condition. We should have realized that seven lost years would bring a great change in our personnel even at the wholesale level, but I guess we did not anticipate the three "crazy years" since August, 1946, when even the men who did know something about selling in a buyers' market learned to forget all they ever knew. And the new men! How could they have known?

A. M. SWEENEY

Servel, Inc.
Evansville 20, Ind.

Editor:

It's a great book. Of course, I mean "It's a Great Life." This latest effort of yours should help tremendously to sell salesmen on selling.

HARRY NEWCOMB,
Executive Vice President

The Real Meaning of a Free Press

W. K. Kelsey, uninhibited and unhampered columnist of the Detroit News, has this to say:

"Another correspondent has written in to argue that there is no real freedom of the press in this country so long as newspapers can pick and choose what they want to publish.

"The Commentator believes this gentleman has confused freedom of the press with freedom of circulation. The Constitution guarantees freedom of the press, but it says not one word about circulation.

"A newspaper sells circulation. Its revenues depend on circulation. It goes to infinite pains to build up and maintain circulation, and it does so by publishing what it believes its customers want to read.

"If somebody has a great thought and presents it to the newspaper, and the editors believe it is something in which the public would be interested, that thought can get publication free.

"The true thinker has freedom of the press, but not free circulation, open to him. If he's thwarted, he can buy space in the newspaper in which to present his idea. Or he can go to any printer in town, and pay to have his argument printed, and he can circulate them by free mail."

There's a big difference between freedom of the press and free circulation. A free press is governed by its subscribers. Free circulation is governed by advertisers. Q.E.D.

Plug for Conjure House

One of the most delightfully entertaining books our Conjure House division has published is *Alfred Street*, by Russell McLaughlin.

The deservedly revered *St. Louis Post-Dispatch* recently reviewed this entertaining book as follows:

"Alfred Street is the city byway where Russell McLaughlin lived when he was a boy and where, in memory, he has lived ever since. For him it is the street of yesteryear, down which he journeys on many a day in his Town Talk Column in the *Detroit News*, journeys that are now joined in a book to make a grand tour.

"Alfred Street, we are told, is still there, less than a mile from the middle of Detroit, running at right angles to Woodward Ave. It's a little dingy in spots and the elms are gone, but it's still Alfred Street. More than that, it is every street in every city in the American scene where boys have lived and, as men, remember.

"It was in the early years of the century that Russ lived there and had the unenvied distinction of being the fat boy of the neighborhood. But Russ didn't mind the jokes too much. He could take them and make something out of them. If Russ had been the skinny boy of the gang, his book, *Alfred Street*, might never have been written. That would have been a loss. In a sense it's a story of every boy and every Alfred Street in the land."

Price: \$2.50—and it's a bargain. You can order it directly from the NEWS and get it at once, if not sooner. Your money back if you don't enjoy it to the hilt.

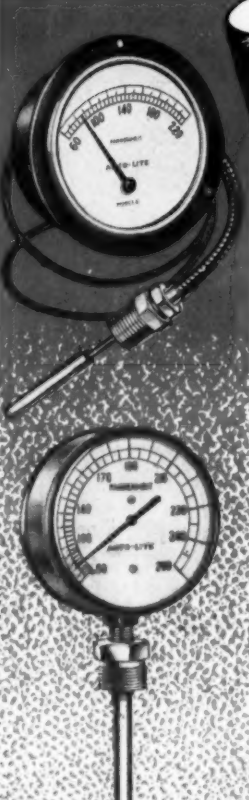
Let the Papers Pile Up on Your Desk

Another editor of a nationally respected newspaper advises in an editorial:

"A man of easy conscience and a good digestion just lets the papers pile up on his desk. He ruminates well and doesn't jump into hasty decisions. Every day or so some of the letters get pushed off into his lap. By then he is ready to answer them with whatever sound and temperate wisdom he owns.

"That was roughly the policy of William Allen White, who genially maintained throughout his long life a littered desk that would have been the anguish of an efficiency expert. Yet, no newspaperman with a passion for office housekeeping has been able to turn out phrases like the Kansas word wizard.

"The best chefs don't necessarily keep the cleanest kitchens. What advantage is there in keeping a desktop looking like a billiard table minus the cue ball? The only real excuse for cleaning off the litter is to make space for a man's feet so he can settle back in his chair for some real knotty thinking."



Depend on

AUTO-LITE

FOR TEMPERATURE INDICATION

Auto-Lite Thermometers are designed to give you the broadest selection for your needs: Priced low and precision-made for accuracy, these instruments point the way to uniformity in processing and help to prevent waste. Write for catalog showing the many styles and types of Auto-Lite Thermometers that are available.

TYPICAL APPLICATIONS: STORAGE TANKS & ROOMS, COOLERS, DRYERS, AIR CONDITIONING, PILOT PLANTS.

Illustrated, at top: Model G Indicating Thermometer, flush mounting type with capillary tubing for remote reading. Priced from \$18. At bottom: Model V Thermometer (vapor pressure type). Rigid stem for direct mounting. Priced from \$10.25.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION, DEPT. A-10
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

INDICATING & RECORDING THERMOMETERS

Stricter Enforcement of Anti-Trust, Anti-Price Discrimination Laws Urged

NEW YORK CITY—Stricter enforcement of existing anti-trust and anti-price discrimination laws will be assured by forthcoming Congressional action, Rep. Wright Patman of Texas has predicted.

"This means stiffer penalties for violators and larger appropriations for enforcement," he said in addressing the National Association of Retail Druggists. "There is little use having these laws if they are not more vigorously enforced."

Patman pointed out that the House Small Business Committee is studying the problems of small business. He said its aim is to introduce corrective measures during the current session of Congress.

Also, an effort is being made to insure small business getting a fair share of the procurement under the Economic Cooperation Administration and the national defense program, he reported.

The congressman said a further activity relates to revision of the tax structure. As a start, a move is under way to establish an exemption of not less than the first \$10,000 of net taxable business income. It is felt, he stated, that this would permit small businesses to accumulate reserves for improvement and expansion.

He revealed that Congress plans to investigate many "fly-by-night" organizations that purport to represent small business but that are actually financed by and working for large concerns.

The association's activities in support of fair trade laws were outlined by Edgar S. Bellis, president, and John W. Dargavel, executive secretary. Dargavel also noted that the group is campaigning for a revision of discounts by manufacturers.

"The issue of discounts must be pushed to a satisfactory conclusion before it is too late to overcome the down-swing of business," he declared. "Most of the druggists are on the edge of a financial whirlpool. The suppliers know it and only a small number of them seems to care a hoot."

Refrigerator Sales Tempo For Aug. Faster Than '48, Slower Than July In Pa.

PITTSBURGH—Refrigerators, room coolers, and clothes dryers were the major appliances which chalked up higher volumes during August than during the same month last year in the southwestern Pennsylvania territory served by the West Penn Power Co.

The utility reported that all of these appliances did better in July than they did in August, however.

On the other hand, freezers, ironers, conventional washers, vacuum cleaners, and water heaters moved faster in August than in July, but slower than a year ago. Ranges, automatic washers, dishwashers, and garbage disposal units were down from both a year ago and from July.

Comparative figures on the appliances are as follows:

Appliance	Aug. '48	July '49	Aug. '49
Refrigerators	2,177	2,768	2,305
Freezers	302	229	285
Ranges	991	803	765
Garbage disposers	37	42	34
Dishwashers	39	38	34
Room coolers	14	30	19
Clothes driers	23	32	27
Ironers	254	162	168
Automatic washers	325	283	280
Conventional washers	1,923	1,298	1,416
Vacuum cleaners	724	468	490
Water heaters	471	376	385

Dealer Invites Prospects To Appraise Own Trade-In

BUFFALO—Instead of telling prospects how much it will allow on a refrigerator trade-in, Delgado's Appliance Store here asks prospects in newspaper advertisements and radio spots: "How much do you want for your old refrigerator?"

The store states it will allow up to \$25, \$50, \$100, or more and suggests that interested persons call the store and state just what they would like to get for their old refrigerator toward purchase of a new one.

Way To End Back-Door Selling Outlined for Distributors In 'Statement of Policy' Drawn Up by Charlotte Dealers

CHARLOTTE, N. C.—How appliance distributors might prevent "backdoor" selling effectively was outlined in a "statement of policy" on franchises recently submitted to distributors in this area by the retail appliance division of the Charlotte Merchants Association.

The statement declared:

"It is believed that when a distributor issues a franchise he issues that franchise for the protection of the dealer as well as the distributor and manufacturer.

"The franchise should cover protection to the dealer in connection with several different policies. The distributor should not sell any items coming under the franchise to anyone except those who are holders of the franchise. That would include contractors, realty concerns, employees of the distributor, and friends of the distributor.

"The question comes about as to

how this can be controlled, and it is very easily controlled, as has been demonstrated by a number of distributors.

"Nothing should leave the distributor's warehouse without same being billed and no billing should be accepted unless to a franchised dealer. It should be unacceptable for a dealer employee to be able to pick up any merchandise and pay cash for it.

"Where there is a poor dealer credit risk, it would be permissible to accept the cash only on condition that the dealer has given an order or letter stating that they are ordering

this merchandise for stock or customers.

"In the case of a distributor having other business connections and desiring to favor these customers, he could do so through one of his franchise dealers who would be willing to cooperate with him.

"It is the policy of one manufacturer to insist that his distributor handle such cases by having the distributor issue a credit to the dealer for application against the item that particular customer desires.

"In the case of distributor employee purchases, they should be limited to items they need only for themselves and these should be handled through the franchised dealer under a special employee discount plan.

"Under no circumstances should a distributor employee be allowed to purchase merchandise for some of his friends or for resale."

Quality Appliance Files Name

BUFFALO—A business name has been filed in the Erie County clerk's office for the Quality Appliance Sales & Service, 156 Elk St., by William McCooley.

Meter Plan Advertisement With Inquiry Coupon Draws 'Amazing' Volume In Fla.

JACKSONVILLE, Fla.—A sales volume of new refrigerators characterized as "amazing" by the management, has been developed through promotion of the meter payment plan by The Radio Center, 37 W. Forsythe St., here.

The firm, an Admiral dealership, announced the meter plan with a half-page newspaper advertisement August 7, and reported immediate interest as the "no down-payment" plan brought in many low-income customers.

As an unusual specialty, the newspaper advertisement included a coupon, which the homeowner could clip and mail in, stating when she would like to have a salesman call, and explain the meter plan to her.

On each call, outside salesmen of the store carried an actual meter along, and demonstrated how it was to be used.

FASTEST-COOKING ELECTRIC RANGE IN FRIGIDAIRE HISTORY!

New Design! Speedier! Thriftier! Smarter Looking! Packed with New Features! It's America's Most Beautiful Electric Range!



- ◆ New Fluorescent Lamp lights entire cooking top.
- ◆ New higher back panel protects walls.
- ◆ New Radiantube Cooking Units cook faster, use less current.
- ◆ New, smarter styling by Raymond Loewy.
- ◆ New 6-60 Time Signal has two speeds—one for measuring up to 6 minutes, another for up to 60 minutes.
- ◆ New switch knobs are easier to read—no need to stoop or bend.
- ◆ New storage drawers move quickly on triple Nylon rollers.

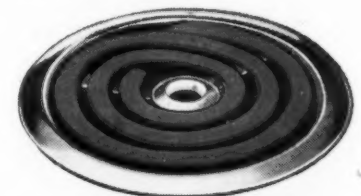
One glance and you'll know there are wonderful new differences in this new Frigidaire Electric Range. Its new, smarter lines will catch your eye immediately—and you'll quickly spot its appealing new features. Moreover, this range offers thrilling new speed—the new, flat Radiantube Cooking Units fry, stew and boil faster than ever before.

For double-quick baking, this range has two Even-Heat Ovens—and even the extra-large one gets up to baking heat in just 5½ minutes! No other range is easier to cook on!

Frigidaire Electric Ranges save cleaning time, too. They're free of dirt-catching cracks and gadgets—all surfaces inside and out are of Lifetime Porcelain—and even the oven has rounded corners.

This great new advancement in electric range design would alone be enough to guarantee increased sales for Frigidaire Dealers. But, as usual Frigidaire is backing up its dealers with aggressive promotion merchandising.

This is a major profit opportunity for every Frigidaire Dealer—one of the many offered by the Frigidaire line. And it's just one more good reason why the Frigidaire franchise is so valuable.



New Radiantube Cooking Units are faster than ever—yet use less current! They're flatter and wider—so more heating surface comes in contact with utensils. They offer a choice of 5 exact controlled heats, insure the same grand results every time. And they distribute heat evenly at any switch position!

Depend on FRIGIDAIRE to do things right



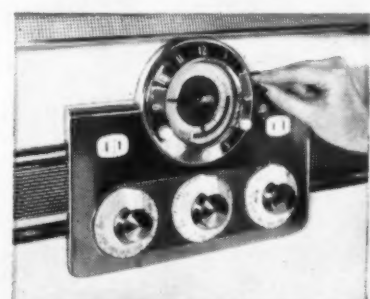
See how many ways the famous Triple-Duty Thermizer can be used! It's a deep-well cooker for soups, stews—a small extra oven for baking potatoes and warming—or an extra surface unit.



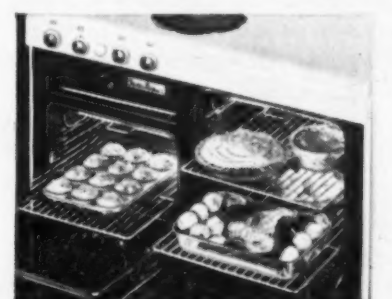
No reaching over hot utensils to turn Frigidaire's new switch knobs—they're located right in front. Users can read them without stooping—plainly see which switch controls each cooking unit.



Users can cook a whole meal automatically in Frigidaire's big, Even-Heat Oven. They can just set the Cook-Master Oven Clock Control—then go out. Meal's ready to serve when they return!



Two Even-Heat Ovens. Users can broil and bake at the same time. Or they can cook a double quantity of food, using both ovens at once. These ovens really heat evenly! Also available in single oven models.



Used Appliances Reconditioned After Sale in Ferrari's Special 'Thrift Dept.'

SAN FRANCISCO—Setting a special "Thrift Department" partitioned away from the rest of the salesfloor, has helped considerably to solve trade-in refrigerator and other appliance problems for American Home Appliance Co., here.

Joe Ferrari, president of the firm, has earned a national reputation for the novel merchandising methods which he has used to sell one of the city's largest volumes of home appliances.

Likewise owner of a large night club, Ferrari presents special entertainment weekly in the appliance store, when stars of radio and the stage act as masters of ceremonies, while salesmen demonstrate package kitchens, and model home laundries to prospects.

Like most other large-scale dealers, Ferrari has found that more than 85% of his prospects want to trade in their old appliances. Formerly, these were taken in and sold through other dealers or junked.

However, there was very little opportunity of profit in this method, and most certainly, the likelihood of loss. To solve the problem, Ferrari set up the Thrift Department which is a 20 by 18-ft. room at the rear of the store, reached through an archway, which is lettered simply "Thrift Department" in bright red letters over the door.

Inside, are rows of refrigerators, ranges, washing machines, vacuum cleaners, and home freezers, which have been traded in by purchasers of new appliances.

Salesmen working out of the store make their own trade-in allowances, and are "controlled" by a system whereby the salesman shares in either the profit or loss which ensues through taking a trade-in.

Thus, if the salesman is over-ambitious in setting up an allowance for a trade-in refrigerator, and it must be sold at a \$10 loss, the store and salesman share a \$5 loss each. Needless to say, specialty salesmen are careful to keep their allowances within the bounds of practicality, and this insures "clean profit" on new appliance sales.

After setting up the Thrift Department, Ferrari's second important

step was to leave all appliances displayed on an "as is" basis until they are actually sold.

While the store maintains a complete reconditioning department, with two expert mechanics, the policy is to invest no time and cost in a trade-in until a sale has definitely been made, or a prospect promises to buy it and leaves a deposit, the owner explained.

"Under this plan, we do not run any extra cost, or additional risk, until there is a certainty that the appliance is purchased," Ferrari pointed out.

"When the customer decides to buy at a predetermined figure which we know will cover the cost of reconditioning, the box is then sent into the reconditioning shop for a complete overhaul, new fittings, and a paint job if desired.

"We find that this plan is consistently safe, inasmuch as there are no high costs involved when a trade-in refrigerator refuses to move at the price determined."

Since setting up the Thrift Department American Home Appliance Co. has had a steady stream of low-income customers. No displays of trade-ins are allowed to clash with those of new equipment, and the store thus maintains more dignity and a more eye-appealing appearance.

Pull Out All Stops At Dealer's Grand Opening

ASBURY PARK, N. J.—A slogan contest, special promotions, \$500 in door prizes, gifts, and refreshments were lures used by Atlantic Appliance Co., Inc., to draw visitors to the recent opening of its spacious new salesroom at 25 Monmouth St. here.

Prizes awarded winners of the slogan contest included a television set, an automatic washing machine, radio receivers, and toasters.

Edward Levy is manager of the new store, which had been at the former location only slightly more than a year. Irving Granoff and Andrew Clementi are his assistants.

Maytag Names Coblenz To Cover NW. Kansas

NEWTON, Iowa—The Maytag Co. has announced the appointment of Thomas H. Coblenz as a regional manager in charge of 35 counties in northwest Kansas. He will work under Claire G. Ely, manager of the Kansas City branch office.

Coblenz was associated with the Winchell Maytag and Mfg. Co., Inc., at Ft. Scott, Kan., as store manager and salesman previous to his new assignment.

At one time he was manager and salesman for the Dunlop Tire and Rubber Corp. at Ft. Scott. As a boy he grew up in his father's Maytag appliance store in Iola, Kan.

To Sustain Needed Volume, Dealer Learns He Must Carry Several Brands



Smallest of three model kitchens at E. Sugarman, Inc.

SAN FRANCISCO — The time-honored question of whether it is best for the appliance dealer to concentrate on a single brand of refrigerators or offer the homeowner a wide choice has been decided in favor of the latter by E. Sugarman, Inc., huge appliance dealership here. In building a new \$350,000 show-

room here early in 1948, Edward Sugarman, head of the firm, contracted originally for the complete G-E line, including everything from appliances through to radio and television.

However, after a few months of selling experience, both on the store floor and out in the residential neighborhoods, Sugarman found that salesmen were losing sales because the prospect preferred to test all makes in turn.

"We soon found that to do the volume of business we were set up for, it would be necessary to give the customer's preference for a specified refrigerator brand more option," he said.

With an excellent sales volume established, Sugarman found he had no trouble in signing up additional appliance franchises. One after another, he added such lines as Westinghouse, Servel, and Crosley.

By the end of the first year, the store was carrying five nationally-known refrigerator lines, which it was found, had exactly the results originally anticipated. Prospects who heretofore stated they wanted to "look around" were sold on a single visit to the showroom, and newspaper advertising offering an impressive choice of boxes, proved to pull more than twice as many responses per dollar spent.

By far the most pleasant result of this broadening of refrigerator choices, however, according to Sugarman, was increasing over-all sales volume by more than 300%, not only in refrigerators, but in home freezers, automatic home laundries, ranges, and model kitchens.

"We were amazed to find the variation in brand preference which actually exists," Sugarman stated.

"For example, in a dozen prospects whom we surveyed, only two wanted the first refrigerator demonstrated to them. The other 10 were sold on a comparative basis influenced by the experience of friends or relatives with specific brands."

The Sugarman store, one of the largest appliance dealerships in northern California, operates three complete model kitchens at the rear of its appliance showroom. All are designed to fit typical San Francisco narrow-width homes, and to sell in three separate price brackets from \$1,000 to \$7,000, with many at the latter rate already installed, according to Sugarman.

Each of the model kitchens is a full operating condition, hooked up for both gas and electricity, with running hot and cold water available.

Complete Stock Classification System Enables Retailer To Spot 'Slow Moving' Items, Maintain Inventory, Check on Salesmen

SAN ANTONIO, Tex.—Embarrassing "run outs" of merchandise, overstocks in slow-moving items, and deficiencies in others have been rendered impossible at the Wolff & Marx department store appliance department by a tightly-controlled unit inventory control system developed by Charles L. MacNeal, appliance manager.

Like many other appliance retailers, MacNeal believes it essential for the appliance retailer to "know where he stands" from day to day.

"If this isn't done, the appliance

dealer is likely to find himself selling off slow-moving merchandise at below-cost prices merely to clear the floor," MacNeal indicated.

"Moreover, he is likely to see appliance sales go to a competitor because something which should have been on the sales floor was not there when the customer walked in."

For simple operation, MacNeal favors a unit inventory control which is based on complete classification. On these records, a classified file on each type of appliance carried by the store is maintained.

Entries under the "stock on hand" section of each card are made entirely from invoices, as new shipments of merchandise are received, while actual sales of the same item are recorded from a daily report on sales, posted the morning after.

In this way, in some 30 classifications, the last shipment which has been received is carefully noted, with total quantity, wholesale cost, selling price, discounts, if any, and a predetermined "minimum inventory" already entered.

Accumulated daily sales, from the date of the receipt of the merchandise, are posted each day, and the amount of stock on hand subtracted from the original entry.

In this way, for example, if the store wants to know how many 6-cu. ft. refrigerators it has on hand, when the opportunity to sell a contractor on several units at once arrives, a glance at the card file will indicate how many are available, what discounts may be practicably made, etc.

Inasmuch as the classification system also shows the swiftness of turnover on individual items, as witnessed by the daily chopping down of the initial shipment, the store is able to quickly detect "shelf warmers" and slow-moving merchandise, and omits re-ordering in this classification.

One thing vastly important in any type of a unit stock control system is to set up a "minimum inventory," MacNeal warns.

The "minimum inventory" should be based entirely upon sales results of the previous year, plus the amount of time it takes to acquire a replacement stock from the manufacturer.

In other words, if a manufacturer requires three weeks to ship home freezers from his plant to the San Antonio store, the amount of home freezers sold for the specific time of the year, plus the three weeks should be taken into consideration, so that enough stock is on hand to cover any emergency during the three-week period.

"Naturally, there will be some over reach," MacNeal pointed out, "because the retailer must carry more of anything than he actually requires, in the event of a sudden build-up in the market or other contingencies. However, in the main, it is not difficult

to set up a minimum inventory which is practical to follow."

At the Wolff & Marx store, with the inventory files covering each item, with full details on sales volume day to day on each, it is easy to get the current inventory picture whenever necessary, and also to estimate correctly in advance the ratio of sales to inventory for any given period, subject, of course, to general economic trends.

For example, in ordering refrigerators for a three-month period in 1949, the Wolff & Marx store quite logically did not order as many as for the same period in 1948.

Also, the classification cards lend themselves easily to "graphs" which show what types of promotion got exceptionally good results during any period of the year, and which were "lead balloons."

Through keeping an analysis of the day to day sales records, Wolff & Marx has been able to do away with various types of advertising and promotion which heretofore were felt successful. Black and white figures prove that they were not.

Lastly, the study of sales volume made at particular times of the year, on particular items, will invariably show that one or two salesmen excelled all others in pushing this product, while some "fell flat" on them.

This is a handy index to a salesman's efficiency, and guides Wolff & Marx in setting up training programs for specialty salesmen.

If the same salesman shows low results throughout all of the classification cards, he is obviously not an asset to the firm, according to MacNeal.

"In other words, the unit control system, by merely adding the initials of the salesperson to the figures posted on the classification records, becomes an adequate performance record as well," the appliance manager indicated.

High Quality Dies for LARGE or Small Stampings

BUNELL Tooling can help you reduce unit costs and increase production efficiency on your sheet metal stampings. Complicated or "tough" die problems are our specialty. Our skill and long experience in designing and building all kinds of dies is at your service. Consultation is invited. Write today or send your prints.



Write for Catalog

BUNELL MACHINE AND TOOL CO.
1601 EAST 23rd STREET • CLEVELAND 14, OHIO

Frozen Food Sales Drive To Emphasize Home Freezer Savings

Distributors Offer Frozen Food at Discount In October

NEW YORK CITY—A nationwide effort to make the public conscious of savings made possible by ownership of a home freezer or rental of a locker is currently underway.

All this month many retail frozen food stores will advertise that October is "Stock Your Home Freezer Month" and will urge freezer owners to "Fill Your Freezer Here and Save Money."

In so doing they have the backing of an estimated 100 frozen food distributors who are offering their products to retailers in case lots and quantity assortments at 5 to 10% discounts. The retailers are expected to pass the savings on to the customer.

Purpose of the promotion, according to *Quick Frozen Foods* magazine, is "to encourage the sale of home freezers as well as set machinery in motion for the smooth flow of bulk lots from retail display cabinets to the homes of the 1,500,000 families who today own home freezers and the 3,500,000 families who rent locker space."

In addition to the frozen food distributors, Sears Roebuck & Co. and Kroger Co. have indicated that they will participate in the promotion. Philco Corp. and Schaefer, Inc. have also agreed to take part.

Bing Crosby is expected to plug the drive on his Minute Maid frozen orange juice radio program. Snow Crop Marketers, Inc. will have Galen Drake in New York City and Burrit Wheeler in Los Angeles push the promotion on the air.

Some home freezer manufacturers are expected to tie in their advertising with the idea during the month.

A list of the frozen food distributors and others who have ordered point-of-sale banners for distribution to their retailer appears above by states.

Tipster Reward

Patron Who Helps Dealer Likes Gift of Radio

HAVERFORD, Pa.—What is the most desirable premium with which to reward customers for the names of "hot" prospects?

The best answer to that question is a small table radio, according to A. W. Culin, head of A. W. Culin Co., appliance dealership here.

Several months ago, Culin began offering cash rewards to customer "bird dogs." Even though the customer had the option of a cash reward or reduced payments on her own appliances, this failed to pull as well as anticipated.

Consequently, Culin laid in a stock of "high style" table radios, including many colorful, unusual models. As a premium, these have shown far more appeal than cash rewards, and the sale of many appliances and automatic gas furnaces has resulted.

Business Bureau To Check On N. Y. Meter Plan Ads

NEW YORK CITY—The meter-plan selling practices of local appliance dealers is being taken under scrutiny of the Better Business Bureau, Hugh R. Jackson, president of the bureau declared recently.

He said the bureau is checking up on claims in advertising that "25 cents a day" pays for the advertised appliance and the failure to mention in advertising that the customer is required to pay in advance the sum of \$20 for the meter.

The bureau is also looking into the "comparing" advertising of competitors who knock meter plan selling.

Sears Store Promotes Graf

BAKERSFIELD, Calif.—Andrew "Andy" Graf, formerly manager of the sewing machine and vacuum cleaner department of the Sears Roebuck & Co. store at Nineteenth and K. Sts. here, has been appointed manager of the major appliance department.

Frozen Food Firms Aiding 'Stock Your Freezer' Campaign

CALIFORNIA
Alpha Beta Food Market
4901 S. Boyle St.
Los Angeles
Sergeant's Frozen Foods
P.O. Box 941
Fresno

CONNECTICUT
Zar-Bro Frosted Foods
121 Farmington Ave.
Bristol

FLORIDA
Arctic Food Supply
916 S. Adams St.
Tallahassee
Dade Wholesale Grocery, Inc.
2305 N. W. 12th Ave.
Miami

IDAHO
Idaho Creameries
1301 Bannock St.
Boise

ILLINOIS
Polar-Pantry, Inc.
1643 Warehouse Rd.
Rockford
Chicago Frozen Food Co.
315 E. 177th St.
Chicago

Booth Fisheries Corp.
121 W. Kinzie St.
Chicago

Beatrice Foods Co.
1520 Indiana Ave.
Chicago
McGrath Fisheries
208 S. Vermillion St.
Streator

INDIANA
Dover Frosted Foods
908 Plum St.
Elkhart

IOWA
Lagosarcino Grape Co.
109 S. Brady St.
Davenport
Frozen Foods, Inc.
711 S. Federal St.
Mason City

MARYLAND
Williams Frosted Foods Co.
Box 922
Salisbury

Frederick Produce Co., Inc.
235 E. Fifth St.
Frederick

MASSACHUSETTS

E. D. Hall Co.
312 Montello St.
Brookton

R. Gordon Co.
266 Franklin St.
Worcester

Martin L. Kraez, Inc.
1055 Dorchester Ave.
Dorchester

MICHIGAN

Wrigley Stores, Inc.
14381 Livernois Ave.
Detroit

Daisy Valley Foods Co.
6031 Joy Rd.
Detroit

Honor Distributing Co.
511 S. Franklin St.
Saginaw

Grant Grocer Co.
1900 N. Michigan Ave.
Saginaw

Lansing Foods, Inc.
703 E. Kalamazoo St.
Lansing

Frosty Food Locker Plant
419 Washington St.
Marquette

Frost-Pack Distributing Co.
1805 Porter St., S.W.
Grand Rapids

Lawrence Frozen Foods
129 Main St.
Lawrence

MINNESOTA

Schaefer, Inc.
Minneapolis

Booth Fisheries Corp.
422 Second Ave. N.
Minneapolis

Ives Ice Cream Co.
515 Fourth St. N.
St. Cloud

MISSOURI

Food Center of St. Louis
1106 Central Industrial Ave.
St. Louis

MONTANA

Beatrice Foods Co.
312 Third Ave. S.
Great Falls

NEBRASKA

Booth Fisheries Corp.
1308 Leavenworth St.
Omaha

Booth Fisheries Corp.
301 S. Ninth St.
Lincoln

NEW JERSEY

Trenton Frozen Foods, Inc.
208 N. Willow St.
Trenton

NEW YORK

M & M Frozen Foods
753 W. Main St.
Watertown

Washburn's Dairy, Inc.
145 N. Main St.
Gloversville

Frigid Food Sales
100 Lake St.
P. O. Box 510
Newburgh

Utica Frozen Foods
801 Water St.
Utica

Zero Food Storage
Fort Plain

S. M. Flickinger Co., Inc.
180 Niagara Frontier Food Terminal
Buffalo

OHIO

Canton Provision Co.
Carnahan St., N. E.
Canton

Beatrice Foods Co.
1220 W. Ninth St.
Cleveland

Booth Frozen Foods Co.
2000 W. 14th St.
Cleveland

Great Lakes Terminal Warehouse Co.
355 Morris St.
Toledo

Patterson Buckeye, Inc.
1524 South Ave.
Youngstown

OKLAHOMA

Beatrice Foods Co.
2 N.E. Second St.
Oklahoma City

PENNSYLVANIA

Philco Corp.
Tioga & C Sts.
Philadelphia

Frankford Grocery Co., Inc.
Penn & Unity Sts.
Philadelphia

Lonsdale Ice & Storage Co.
Lonsdale

Morrison & McCluan
2301 Smallman St.
Pittsburgh

Sky Brothers
1722 11th Ave.
Altoona

K-B Frosted Foods
N. Market Rd. PSR
Williamsport

Percy A. Brown & Co.
24-32 W. Northampton St.
Wilkes-Barre

Bob White Quality Frosted Foods Corp.
P. O. Box 896
Reading

Erle Farm Products Co.
321 E. 15th St.
Erie

SOUTH CAROLINA

Pearce-Young-Angel Co., Inc.
Columbia

SOUTH DAKOTA

Frank's Frozen Foods, Inc.
535 N. Spring St.
Sioux Falls

TEXAS

United Foods, Inc.
1114 Wood St.
Dallas

Price's Creameries, Inc.
600 N. Piedras St.
El Paso

UTAH

Booth Fisheries Corp.
350 W. First St. S.
Salt Lake City

Arden Sunfreeze
1030 S. Main St.
Salt Lake City

WISCONSIN

Frosted Foods & Seafoods, Inc.
405 Fond du Lac Ave.
Fond du Lac

Don't Be Faced With Future "Trade-ins" SELL WILSON SECTIONAL MODELS NOW!



"What am I going to do with all these trade-ins?"

Don't make disgruntled customers by selling them a freezer that is eventually too small for their needs. Sell them a Wilson sectional model—the freezer that grows with their needs—the freezer that *eliminates future trade-in loss!* As your customers' freezer needs increase, they simply add another Wilson section—Wilson sectional construction makes installation easy, too. And with Wilson sectional models you have the additional sales point of "reach-in" convenience. Wilson sectional models are available from 22 to 120 cubic feet capacity—and Wilson sectional models take up the smallest amount of floor space per cubic foot of capacity.

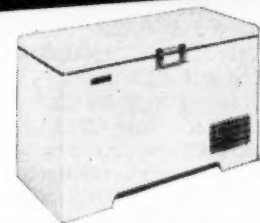
All Wilson Freezers Are Covered By The 5-Year Warranty Plan!

- It protects your customers against food loss due to power shortage or unit breakdown.
- It guarantees you replacement of any defective sealed unit.

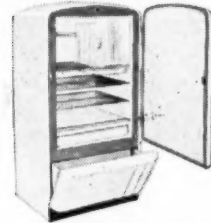
Wilson helps you make sales with a national merchandising and advertising program in the following publications:

Country Gentleman • Poultry Tribune • Hoard's Dairyman
Farm Quarterly • Ice Cream Review
Some valuable franchises still available.
Write or wire Dept. 10-AC today

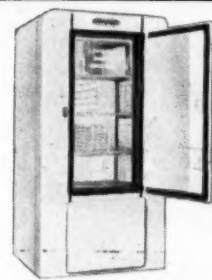
REFRIGERATORS AND FREEZERS



Freezer Chest Model F-12

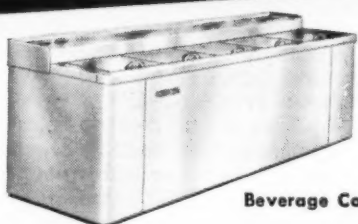


New Household Refrigerator Model S-10A

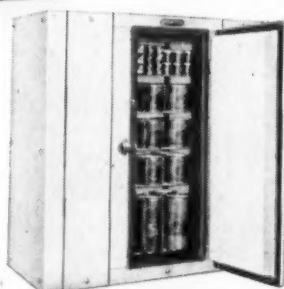


Self-Contained Freezer Model FF-15

COMMERCIAL REFRIGERATION



Beverage Cooler

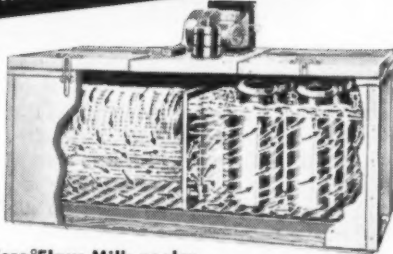


Ice Cream and Frozen food Sectional Storage Cabinet Model FI-62

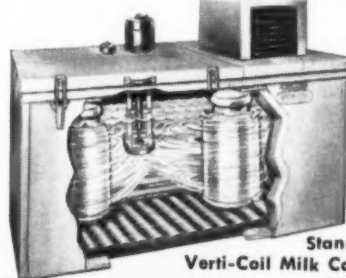


Sectional Walk-in Refrigerator

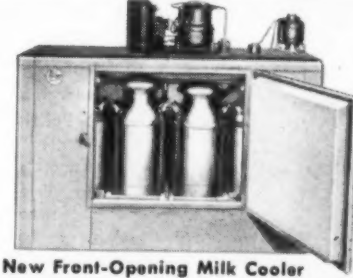
FARM MILK COOLERS



Zero-Flow Milk cooler



Standard Verti-Coil Milk Cooler



New Front-Opening Milk Cooler

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DIVISION OF WILSON CABINET CO., INC.
SMYRNA, DELAWARE

FARM MILK COOLERS AND FREEZERS • COMMERCIAL REFRIGERATION

Straight Basic Selling Without Any Gimmicks Or Premiums Spells Success for Illinois Dealer



ABOVE: A pony cart laden with a fully stocked freezer publicizes the Brunk & Sapp pony contest, which had a real live circus pony as first prize.

RIGHT: Len Sapp and Jim Brunk stand on either side of a Coolerator F-151 freezer which has sold more than 600 units in the past 2½ years.



SPRINGFIELD, Ill.—"A freezer a day makes the business pay."

That's the picture at Brunk and Sapp, Coolerator dealer in Springfield, Ill.

Since 1945, Jim Brunk and Len Sapp have been selling appliances and farm machinery in the shadow of the Illinois State Capitol, a location out of the Springfield main business district, but in a natural shopping center for the rural trade.

Two and a half years ago they began selling Coolerator freezers. Since then they have installed more than 600 such freezers in Springfield and three surrounding counties.

What's the secret of this apparent success? There is no "secret," as such. This outstanding sales record was earned without fancy

gimmicks, without premiums, and without a single price adjustment or tie-in sale. It is the result of straight basic selling.

"We've developed an exceptional sales group," says Jim Brunk. "Our organization consists of 21 people in all phases of business, but they're all salespeople, even the delivery men and the stock clerks."

"Interest and enthusiasm is the heart of the organization. We've got good died-in-the-wool specialty salesmen from way back, and we've also trained some of our sales personnel."

The outstanding sales record of these salesmen boils down to the following basic fundamentals.

1. Intimate knowledge of the product. They're all freezer experts, by training or by personal experience.

2. Knowledge of their customers. They make it a point to meet people. They operate on a friendly personal basis.

3. Fast follow-up. Prospects who call at the Brunk & Sapp store in the afternoon may expect a call the same evening from one of the outside salesmen. Often these follow-up calls include a showing of the new Coolerator sound slide films.

4. Emphasis upon complete service. Brunk and Sapp has built up a widely known reputation for fast skillful service even though they farm out their refrigeration jobs to Forsythe Refrigeration Service. "People want their refrigerator or freezer fixed the same day if it is at all possible. Our customers appreciate this service, and often buy solely from us on this consideration alone," Jim Brunk says.

5. Use the user. "The best salesmen we have for Coolerator freezers are the owners themselves. Their voluntary testimonials are worth their weight in gold," says Len Sapp.

Realizing this, Brunk and Sapp keeps a list of all Coolerator freezer owners posted on the lid of the floor sample. When a prospect is introduced to the freezer he or she is

invited to call any of the nearly 600 names on this owner list to get the first hand story.

"We work our sales training on a modified apprenticeship basis," states Len Sapp. "The men start on a salary plus draw and then graduate into the straight commission bracket. We'd like to see them all on a straight commission."

"Every Wednesday we have a sales meeting. At these meetings we try to have factory representatives conduct training presentations or we just discuss our common sales problems. It was at one of these meetings that we discovered that the Coolerator home freezer was more than just a meat keeper. This revelation, plus a concentrated program of educating the consumer to the many other freezer uses, resulted in a lot more sales," Sapp stated.

Frequent sales contests keep sales enthusiasm at a high pitch. Currently Brunk and Sapp is conducting a freezer sales contest with every one in the store, sales or service people participating on one of the four sales teams.

To back this contest, a "Pony Contest" is currently in progress for the consumer. This contest is designed for plenty of "circus" appeal. It is directed at the children of Springfield, but requires the help of the adults.

Here's how it works: Each customer can pick up an entry blank at the Brunk and Sapp Store. This entry blank has an outline of a pony. Children must color in or illustrate this outline to be eligible for the prize. In addition they must write a short slogan on "Why my mother wants a new Coolerator Family-Size Home Freezer." To build up the public acceptance of the contest and to publicize it widely, Brunk and Sapp parade the pony around the streets of Springfield at regular intervals. This pony draws a small cart on which is displayed a Coolerator home freezer that is full of live foods.

Gas Utility Revives Plan To Combat Meter Plan Sales

CHICAGO—For \$5, a Chicago housewife can have a Servel gas refrigerator placed in her kitchen and keep it there for 60 days with no further charge. If, at the end of that time she wants to buy it she can. If she doesn't want it, it will be taken out.

That is the offer the Peoples Gas Light & Coke Co. is now making to combat meter plan sales of electric

refrigerators. The plan, according to utility officials, was tried originally back in 1941 and produced excellent results. Early indications are that it may do so again.

Utility officials asserted that they had planned to start this promotion as soon as sufficient gas refrigerators were available and as soon as enough gas could be supplied to support a load building campaign.

Appliance Dealers Might Adopt Some Automotive Schemes for Promotion

NEW YORK CITY—Appliance and refrigeration dealers who have been looking around for some way to get the sales curve headed upward might consider what's being done in other fields—the automotive, for example.

A promotion tried out recently by Packard dealers in Detroit was to give away tickets to the Michigan State Fair, according to *The Wall Street Journal*. The tickets also entitled the bearer to a chance on the new Packard which was given away at the Fair. When the tickets were picked up at a showroom, the receiver got a demonstration ride in "the car you might win."

One of these dealers—McMillan Packard—put his customers to work selling cars.

"Every person that has bought a car from him during the last five years has received a booklet holding 10 postcards addressed to McMillan," *The Journal* reported. "When he hears of any friend or neighbor being in the market for a car, he sends his name to the dealer. If a sale is made, the tip-off man gets \$20."

McMillan's sales manager was quoted as saying that the plan works "surprisingly well."

A Chevrolet dealer in Cleveland also was surprised at the response received after it decided to have each salesman send out 25 postcards every day to owners of old cars. Names are obtained from state registration lists. The sales manager revealed that about half the company's sales are now being made to prospects uncovered through the program.

A Hudson dealer in Detroit boosted sales 30% by accepting "anything you've got" as down payment on a new car.

"This takes in both real and personal property," a spokesman told *The Journal*. "We've had diamond rings by the score, washing machines, furniture, land contracts, and right now we're writing a sale in which we take in some gasoline station equipment."

Charlotte Firm Takes on Ajax

CHARLOTTE, N. C.—Jesse W. Page, Jr., president of Page Air Conditioning Co., states that his firm has become installing distributor of the Ajax electric iceman, manufactured by Servel, Inc.

No Connection

Store Stores Shuttle Cocks In Reconditioned Refrigerator Without Plugging Plug In

NEW ROCHELLE, N. Y.—The Allen Sports shop has been making use of a reconditioned refrigerator to store its stock of shuttle cocks and also those of its customers.

"We have an 8-cu. ft. reconditioned refrigerator in the center of our store for our shuttle cocks," explains Phillip Allen, owner, "because it keeps them from drying up and also shows customers that we keep our stock in good shape until they make their purchases."

As most customers buy shuttle cocks by the dozen or in gross lots, the store permits customers to take as many from their purchase as their current needs demand and leave the remainder of the stock here to be kept fresh.

Because of this system, customers can buy larger quantities of shuttle cocks at a savings to themselves. As far as the store is concerned, it brings in the same customer several times to take out their supply and each time they come in it gives the store another opportunity to sell them.

"The refrigerator is not connected," says Allen, "but has a large pan of water inside to add a little moisture to the air. That is why we purchased a reconditioned refrigerator."

"Practically all sporting goods stores have a problem in keeping their supply of shuttle cocks fresh and many will not handle them because they become total losses as soon as the feathers dry which they do in quick fashion because of the type of feathers used in their manufacture. But a reconditioned refrigerator keeps our stock fresh and without causing us to assume extra expense."

4 Distributors Appointed For Duchess Washing Machines

ALLIANCE, Ohio—F. W. McGrath, vice president in charge of sales for Appliance Mfg. Co. here, has announced the appointment of the following distributors for Duchess washing machines: Appliance Distributors, Inc., Portland, Me.; Electrical Wholesalers, Inc., Raleigh, N. C.; Ideal Sales Co., New Bedford, Mass.; McWhorter, Weaver & Co.

FOR SALE:

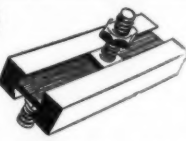
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Refrigeration Planned For 3 Philippine Fruit Cargo Vessels

NEW YORK CITY—Three of the largest cargo ships to be constructed in Japan since the war, under contract for the Republic of the Philippines, will be equipped with Carrier refrigeration machinery, the International Div. of Carrier Corp., revealed recently.

Each of the vessels will be 15,500 tons, and are being built at Nagasaki by the Mitsubishi Heavy Industries. Nagasaki was one of the two Japanese cities to be atom-bombed during the war and is now recovering rapidly, according to reports received by Carrier from Japan. The new ships will be operated by the De La Rama Steamship Co., Inc., of Manila, carrying fruits and other cargo in Pacific trade.

Four fruit chambers, two provision rooms, and four frozen food chambers will be installed on each ship with the Carrier equipment, which consists, for each craft of 10 30-hp. compressors and accessory auxiliary equipment. The contract was handled by Oriental Carrier Engineering Co., Ltd., of Tokyo.

Contract for the construction of the three ships was arranged by the two governments concerned, under the auspices of General MacArthur's headquarters.

F. H. Moss Appointed Sales Manager at Madden Brass

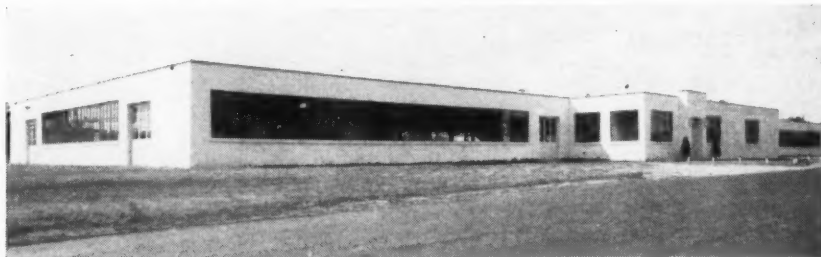
CHICAGO—Madden Brass Products Co., which was recently organized to take over the Electromatic line of refrigeration fittings, has announced the appointment of F. H. Moss as sales manager.



Moss was assistant to M. B. Madden, who heads up the new company. Both Madden and Moss were key men with Electromatic Div. of the Simoniz Co.

The firm's line includes forged flare nuts and fittings, charging lines, strainers, and driers for the refrigeration field.

McQuay Set To Begin Production of Ice Maker at New Plant



McQuay, Inc., of Minneapolis, recently acquired the above 32,000-sq. ft. modern factory building located at Faribault, Minn., from Argus, Inc., for approximately \$100,000. Production of a completely new automatic ice maker is scheduled to start shortly in this new plant. Present production of this equipment is in progress at the McQuay plant in Minneapolis, and by Nov. 1 a

complete transfer of production will have been made to the new location. The American Automatic Ice Machine Co., a newly organized subsidiary of McQuay, Inc., will handle the sale of this new product which is designed for use in hotels, restaurants, bars, clubs, hospitals, and soda fountains and other locations where quantities of ice are required.

Commercial Firm's Year-End 'Adjustment' Bonus for Salesmen Is Keyed To Profits

CLEVELAND—The commercial refrigeration distributor in a metropolitan area has a great many functions he can perform in true "distributor" fashion. R. W. Bennett and Ted Ramsey of Ramsey-Bennett Co. here believe.

There are some kinds of markets which they believe the distributor must reach direct—but there are others which they doubt can be covered adequately by single representation in an area—no matter how big and good a direct sales staff the distributor might assemble.

The Ramsey-Bennett firm carries out direct selling in three principal areas of its market—industrial, institutional, and in contract air conditioning. The nature of these markets, plus the pressure of competition, forces the company to go direct in selling and bidding for such jobs.

On some jobs Ramsey-Bennett will work hand-in-hand with the dealer. Examples of this type of situation are restaurants and institutional type installations, in which the distributor is not set up to handle the cooking and meal preparing equipment, while the restaurant equipment dealer may not be able to handle large-scale refrigeration requirements.

However, the dealer can always call on the distributor or vice versa to provide the equipment necessary for an over-all bid on the prospective job.

One unusual phase of the Ramsey-Bennett operation is the handling of

surplus materials. The heads of the firm believe that they render a service to the industry in handling surplus materials in that they handle the surplus in such a way that it is not "dumped" into any one territory, and since they are experienced in the refrigeration field, they approach the handling of the surplus with a knowledge of market conditions and merchandising problems that others not in the field couldn't have.

Bennett says the company attempts to follow three main rules in handling surplus materials:

1. Buy only items which are sound and known to have value.
2. In promoting the sales of surplus items, describe them as completely as possible.
3. Sell it at a fair and reasonable price.

In the matter of the wholesaling function the Ramsey-Bennett executives bring up the case of an item handled this year, of which many hundreds were sold to dealers, but in only three instances were more than a dozen units sold to one dealer. For a manufacturer to have attempted to distribute the item on such a basis would have meant prohibitive sales costs, they believe.

One of the major problems of a distributor of commercial refrigeration and air conditioning equipment is the need for adjusting the company's operation to the seasonal nature of the business. When a firm's volume in June and July tends to be five or six times as large as it was in January, February, or March, it presents problems which are difficult of solution.

One of the big problems presented is in the "peaks and valleys" of compensation for salesmen. If compensated on a straight commission basis, the trend would be for the salesman to command salaries well beyond any normal range for four or five months of a year, and less than a living wage the rest of the year.

At Ramsey-Bennett the most satisfactory solution to this problem has been to provide some regular compensation, a relatively small bonus on monthly volume, and a year-end adjustment based on departmental gross profits.

The year-end adjustment increases 1% for each "X" thousands of dollars increase in gross profit, and is retroactive. (This is to say that if the bonus adjustment was to be 1% for a profit figure up to \$20,000, and 2% for \$20,000 to \$40,000, and the actual figure was in the \$20,000-\$40,000 range, 2% would be paid on the whole figure.)

Bennett doesn't think that this is necessarily the final and ultimate answer in the way of compensation plans, but it has the advantages of getting salesmen interested in profits, rather than just sales, and does pay off the bonus at what would be a lean time of the year.

There are many other functions performed by the distributor, of course, but one of the most important is the kind of assistance that a distributor can generate in the form of promotion.

For example, Ramsey-Bennett this year has carried out a freezer promotion in the form of a "Freezer Economy Club" (which will be described in detail in another story) through which purchasers of freezers from any of its dealers could get delivery of meats from a locker plant at 5 cents a pound over the wholesale price.

The tie-in with the locker plant, and the radio advertising used to promote the plan, could hardly have been carried out by any one dealer.

First of 6 Air Cargo Storage Centers Is Constructed at Seattle

SEATTLE, Wash.—Now in operation here is the first of six refrigerated storage centers for perishable air cargo being set up by Northwest Airlines.

J. W. Mariner, director of cargo traffic for the airline, said other units will be located at Portland, Ore.; Billings, Mont.; Minneapolis-St. Paul; Milwaukee; and Chicago. Work on some of them has already started.

The walk-in units, which have a capacity of 6,400 lbs., are divided into compartments. Thus, temperatures down to -12° F. can be held.

It was explained that frozen products in dry ice will be stored in the units until shortly before the plane takes off. At that time, the shipment, still packed in dry ice, will be put aboard the plane. When the shipment arrives at its destination, it will be stored in another walk-in unit until time for delivery.

Northwest Airlines planes fly from New York to the Orient by way of Alaska and the North Pacific. The storage unit at the Seattle airport will feed into and receive from Alaska until other units are finished.

Better Heating Charter Set

HOUSTON, Tex.—The Better Heating & Air Conditioning, Inc., has been granted 50-year charter of incorporation. Authorized capital stock was listed at \$65,000. Incorporators: Nadine E. Doeppenschmidt, L. C. Doeppenschmidt, and E. G. Cornelius.

Latta, Morris, Howes, Merriam Get Redmond Engineering Posts

OWOSSO, Mich.—Edward Latta has returned to Redmond Co., Inc., joining the engineering staff as a special project engineer.



Edward Latta

From 1939 to 1946, Latta served with the Redmond organization during the last year of which he held the position of chief engineer. Leaving Redmond's in 1946, he became chief engineer of Universal Electric Corp. in Owosso, in which capacity he has served until now.

Latta holds a degree of bachelor of science in electrical engineering, Iowa State college, and has held various engineering posts with Cutler-Hammer, Inc., Milwaukee; Airway Electrical Appliance Co., Toledo; and the Save Electric Co., Toledo.

Other men assigned to the new project engineering section of the Redmond engineering department are George C. Morris, John T. Howes, and F. Richard Merriam.

Morris holds a degree of bachelor of science in electrical engineering from University of Michigan, has served with Sunbeam Electric Co., Evansville, Ind., as chief electrical engineer, and as a quality engineer with Pioneer Gen-E-Motor Corp. of Chicago. During the war he was a radar officer in the Navy.

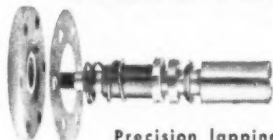
Howes holds a degree of bachelor of science in electrical engineering from University of Iowa. He was formerly with Marathon Electric Mfg. Corp., Wausau, Wis., for 11 years. During the last two years with Marathon, he was chief electrical engineer.

He later was with Eicor, Inc., Chicago, as engineer in charge of quality control at the Oglesby, Ill., motor plant. Howes has been with Redmond's since February, 1948.

Merriam, a graduate of Case Institute of Technology of Cleveland, holds a degree of bachelor of science in electrical engineering and is a registered professional engineer of Ohio. He served with the National Advisory Committee for Aeronautics as electrical engineer, and for three years was with General Industries Co., Elyria, Ohio. He has been with Redmond since November, 1948.

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Case In Kresge's Sells Fresh-Dressed Fowl

LINCOLN, Neb.—Wilson & Dana produce firm has opened a retail department under the management of Mrs. I. R. Dana at the plant, 216 South 17th St., for fresh poultry, dairy products, and frozen foods.

The firm also has placed a refrigerated display case in the S. S. Kresge Co. store, 12th and "O" Sts., for selling of freshly-dressed chickens and eggs under the name of "The Chicken Basket."

Two new refrigerated display cases have been added in the plant retail store, and the firm also will offer the Cry-O-Vac wrapping process as a service to home freezer owners and rental locker patrons.

Detroit RSES To See Working Model of Kramer Defrost System

DETROIT—A working model of the Kramer Thermobank defrost system will be employed by Joseph Corbin, district representative of the Kramer Trenton Co. in a talk on the unit to be given before the Greater Detroit chapter of the Refrigeration Service Engineers Society on Thursday, Oct. 13, at the Rackham Educational Memorial. The meeting starts at 7:45.

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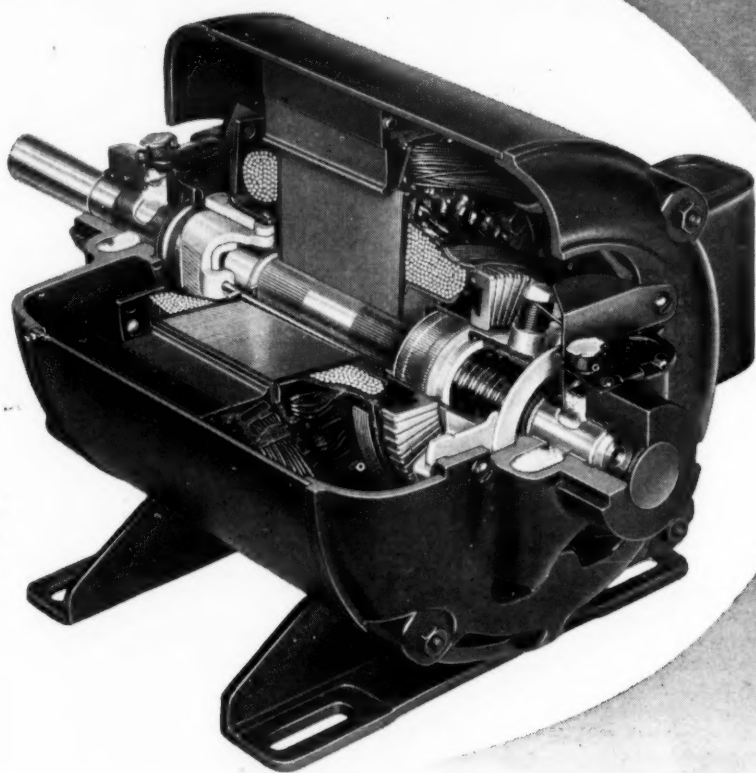


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'None Are So Blind'

FOR four years we Americans have looked on while socialism took over in Great Britain. We have seen the British people, traditionally sound and conservative in their thinking, become entangled in the web of "planned economy" and the welfare state.

Thurman Sensing, director of research for the Southern States Industrial Council, made an eight weeks' first-hand study of the situation in Great Britain last spring. He writes: "I was impressed with the complete frustration and sense of despair felt by those who could understand what was happening to them. They realized that socialism has brought their nation to the brink of disaster. It is ever thus when people violate the fundamental laws of economics and common sense. By turning all provisions for their welfare over to their socialist government, the people of Great Britain killed their own incentive and initiative and ambition. The individual from then on only became a cog in the machinery of state."

"The things the people wanted—higher wages and better housing and good health conditions and better educational facilities and welfare benefits of all sorts—were all to be desired, but their chances of obtaining them were doomed from the moment they turned the responsibility for them over to the state rather than depending upon their own individual efforts. Common sense should tell a man that no government can be as interested in him as he is interested in himself. And try though men and governments will, there are certain fundamental economic laws that will not be ignored."

Prime Minister Atlee recently made the statement that it is the function of socialism to "control the blind economic forces" that govern the affairs of man. He thereby exposed a fallacy. Fundamental economic forces are anything but blind. They are the most alive, wide-awake forces in the world. They represent the combined judgment of all the people all the time. They are man's best guide.

"The experiences of Great Britain during the past four years," Mr. Sensing observes, "has shown us that it makes no difference whether people believe in socialism or not, it just won't work. Their experience has demonstrated that socialism defeats its very ends. Promising a higher standard of living, the wastefulness and bungling and inefficiency of state control and operation makes the cost of government so high that socialism cannot afford the benefits that it promises."

"Nationalization of industry in Great Britain has resulted in enormous losses, which must be paid for by the people in taxes, and the incompetence of government operation is such that these losses can only be avoided by greatly increasing the cost of the product or the service. In either case, it is the people who pay."

"And now, after living through four years of continued rationing and price control and almost unbearable taxation and high cost of living and a redistribution of the national wealth which has benefited them not at all, the people of Great Britain find themselves at the end of their socialist rope—they face even more stringent living conditions, and they face national bankruptcy. Their only hope now, say both Socialist and Conservatives, is more American dollars—created under the American free enterprise system!"

Are we learning our lesson from the experience of Great Britain? When we adopt such socialist measures as subsidized agriculture and federal housing, and as we consider various others that are presented to us from time to time, do we realize we are headed down the same path to disaster as that traveled by Great Britain?

While we watch the failure of the socialist experiment we have helped pay for in Great Britain, are we so foolish as to try those discredited experiments here in our own country?

"None are so blind as those who will not see."

New Metal-Forming Process Permits Gains In Output, Accuracy

BALTIMORE—Through use of a method of metal forming with a Martin-developed process called Marform, formed sheet metal parts now can be produced at savings as high as 50%, it is claimed by Tool Research Engineers, who developed Marform at The Glenn L. Martin Co., here.

C. C. Pearson, president of the Martin Co., in announcing the Marform process, said that the new method results in a substantial increase in the rate of production of numerous types of detailed parts, and a considerable decrease in labor and tooling costs. Furthermore, parts produced by the new method are held to close dimensional tolerances usually obtained only by expensive tooling.

Using Marform, it is said to be possible to form stainless steel exhaust stacks, for example, with important reductions in tooling cost and at a manufacturing rate increased over ten fold in comparison with conventional methods. The estimated rate of production is 50 p.h. compared with the drop hammer rate of 3 to 4 per hour for comparable pieces.

The principal feature of the Marform process is the precision control



C. C. Pearson, president of Glenn L. Martin Co. (right), and G. T. Willey, vice president of manufacturing, examine a number of parts turned out in the Marform process.

of the pressure curve for the forming cycle of the part. This control of the pressure enables a part to be formed free of wrinkles and reduces springback to a minimum.

The operator can make complex sheet metal parts involving drawing,

shrinking, and stretching at the rate of 50 to 120 per hour at present. Multiple tooling and future improvements will increase this rate proportionately.

In addition to simple draw operations, the Marform process can be utilized to form and trim flanged parts such as airplane nose ribs.

Sheet metal parts can be made to a tolerance of $\pm .002$ inches. A tolerance of $\pm .005$ is commonly attained on parts where the shape is sufficiently rigid to maintain such accuracy. Accuracy at least equivalent to that obtained by use of the finest steel die is achieved on any shape.

The Marform process often can be used to shear, as well as form, in the same operation. The shearing action can be parallel to the forming stroke, perpendicular, or at any other angle. Shearing is accomplished without the normal steel dies and expensive auxiliary devices.

Preliminary but thorough testing of the Martin Marform process indicates that it will offer the following detailed claimed advantages over conventional forming practices:

(1) It will form sheet metal to compound curvatures and with deep drawn flanges in a manner to preclude wrinkling of the metal during

the forming operation.

(2) The Marform process permits deep draws in harder metals than is possible with conventional metal forming techniques.

(3) Eliminates finish forming of parts by hand as now required on parts formed with rubber in the hydro-press and some die-formed parts.

(4) Several different parts, of complicated contours, each having similar pressure curves, can be formed at the same time.

(5) Parts can be formed of varied materials and thickness within a reasonable range with little or no effect on tooling.

(6) The material wall thickness in a deep drawn part is maintained practically uniform from the blank to the finished formed part.

(7) Surface finishes of the metal and coatings, such as some paints and plastics, are not affected by the forming operation.

(8) The Marform process can be adapted readily for hot forming.

(9) Strains in the formed parts are distributed more uniformly throughout the piece, resulting in formed parts relatively free of internal strain concentration.

Illinois Fair Trade Act Declared Unconstitutional By State Supreme Court

SPRINGFIELD, Ill.—Illinois' mandatory fair trade liquor act has been declared unconstitutional on technical grounds by the state's Supreme Court.

The court did not rule on the legislature's power to fix liquor prices.

The law requires liquor manufacturers and distributors to file fair trade contracts with the Illinois Liquor Control Commission. The contracts set minimum retail prices, which were uniform throughout the state.

According to the court, the act is unconstitutional because it is "not complete in all of its terms . . . so that every person may know by reading the law what his rights are and how it will operate when put into execution."

One major fault cited by the court was that the act requires liquor dealers to file a fair trade contract without ever defining such a contract.

The opinion said:

"No notice is provided for hearings concerning violations, nor the place of hearing, or means of procuring of witnesses; nor as a matter of fact, does the statute itself provide for where or how the charges may be filed."

Major liquor companies indicated that voluntary fair trade prices now would be used throughout Illinois.

Conn. Law on Instalment Terms Requires Listing of All Charges

HARTFORD, Conn. — Full disclosure of contract terms involved in retail instalment sales of electrical appliances, automobiles, and other merchandise costing up to \$3,000 will be required under a new Connecticut law which became effective Oct. 1.

State Bank Commissioner Richard Rapport pointed out that under the law, the buyer will have a complete breakdown, in a signed contract, of all charges incurred in the sale. Compulsory insurance tie-ins also will be eliminated under another law passed by the 1949 Connecticut Legislature.

Under Connecticut's newly amended Retail Instalment Sales Financing Law, instalment plan purchasers will not find themselves subject to charges which are lumped together or under designations which the average person would not understand.

Protection to the purchasers will be enforced by making it compulsory to furnish to each buyer a copy of the instalment sales contract completely filled out at the time of signing. The contract must conform with the simple, understandable terms specified by the statute. The companion statute forbids compulsory insurance tie-in sales, thus giving the buyer the opportunity of placing any necessary insurance with his own agent if he so desires.

The new Connecticut law covers all types of merchandise, including electrical appliances, furniture, jewelry, furs, automobiles, and other types of goods that sell at \$3,000 or less where an instalment sales contract is involved.

An example of how the new statute works was cited as follows:

A buyer purchases a new car to be paid for on instalments. The instalment contract he signs must contain the following information:

- 1—Cash price of the car.
- 2—Amount of down payment and trade-in allowance, if any.
- 3—The unpaid balance of the

cash price (the difference between items 1 and 2).

4—The cost to the buyer of any insurance or other benefits to be procured specifying the types of coverage and benefits.

5—The principal balance (the sum of items 3 and 4).

6—The amount of the finance charge which must be stated as such.

7—The time balance owed by the buyer to the seller and the date of each payment and number of payments required to pay off fully the time balance.

The new Connecticut statute will be enforced by the Sales Finance Division of the State Banking Department, which originally sponsored it.

Prospects Get Chance To Pay for Appliances Under 3 Plans

BROWNSVILLE, Tex.—Appliance prospects here were recently offered three different plans under which they could buy Norge appliances from the Tom Stevenson Co. dealership.

In a full page advertisement in the Brownsville Herald, Stevenson outlined the three plans as a meter plan, bank plan, as well as a progressive plan.

Under the meter plan, the customer could pay as little as 25 cents per day with no down payment. With the bank plan, the customer could pay as low as \$2.50 per week. He would not be charged at all for the bank.

Under the progressive plan, a customer who was currently paying for an appliance could just add another appliance to the present payments with no down payment on the new unit.

The plans applied to refrigerators, ranges, water heaters, washers, freezers, and home heaters, the advertisement indicated.

Michigan ASHVE Plans Air Distribution Control Talk

DETROIT—"Sound Control of Air Distribution Systems will be discussed by Thos. A. Walters, director of research for American Blower Co., before the Michigan chapter of the American Society of Heating & Ventilating Engineers at 8 p.m. Monday, Oct. 17, in the Rackham Educational Memorial here. Dinner is at 6:30.

Associated with American Blower since his graduation from the University of Kentucky in 1930, Walters will describe the principles of sound measurement, standard test methods for performance and sound level of fans, characteristics of various types of fans, and the proper selection of the fan for a minimum amount of sound emission.

Service Firm Contract Is 'Goodwill Insurance' For Kansas City Dealer

KANSAS CITY, Mo. — "Goodwill insurance" in the form of a contract with an appliance repair concern, has helped Davidson Furniture Co., appliance retailer here, to keep the same customers buying year after year.

M. H. Levy, general manager of the store, has experimented with all types of appliance repairs, before ultimately determining the monthly contract system. The store attempted to operate its own major appliance warranty service for some time, but found this prohibitively expensive and the flow of work too spotty, for regular management.

At the same time, it was found that depending upon distributors who are servicing a hundred other dealers in the city, is not reliable enough to guard against customer illwill.

The solution is a contract with a carefully chosen outside service firm, staffed with authorized, expert mechanics, who follow up and take care of all service calls which come into the Davidson store.

Thus, when a purchaser of a refrigerator experiences difficulty, she calls the Davidson store, which promises to send a serviceman out on a specific day, feeling reasonably certain that the contract repair organization will comply.

If it is necessary to bring the box in for repairs, it is picked up by the contractor's truck, and repaired, with the Davidson Furniture Co. salesman calling to ask whether the customer is satisfied, and express his interest.

"In this way, the store name is kept uppermost in repair transactions, as well as purchases," Levy said, "which is intensely important."

"Once the customer becomes accustomed to calling someone else for repairs on her appliances, the chances are that the store which made the original sale will fade out of the picture. If, however, she depends upon us for all phases of service, she keeps appliance satisfaction identified with the store name."

Davidson Furniture Co. pays the repair contractor a monthly fee, which in turn is financed through a warranty charge placed against all appliances sold in the store.

This is merely incorporated in the sales price, and the full amount goes to the repair organization, which has been found the best method.

Repair calls, if paid for individually, would cost slightly more than the monthly over-all payment, and in the event many calls come in, the company is still "insured for goodwill."

J.E. McCarthy Gets New G-E Post

NEW YORK CITY — To succeed the late Robert A. Graves, James E. McCarthy, formerly national sales manager of the automatic blanket division of General Electric's appliance and merchandise department, became dealer sales manager of General Electric Appliances, Inc., New York branch, on Oct. 1, Earle Poorman, branch manager, announced.

Sager Heads GECC Albany Office

ALBANY, N. Y. — W. A. (Wes) Sager has been appointed local manager in the Albany office of the General Electric Credit Corp., according to the announcement of H. F. Yotz, district manager at Boston. Sager was formerly credit manager.



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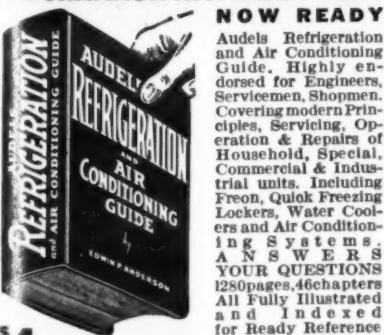
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Curlers Refrigerate Rink To Extend Season

SHAWINIGAN FALLS, Que., Can.—Curling enthusiasts of this Canadian town are being promised a longer season with the installation of a new curling rink which will be kept frozen by refrigeration equipment supplied by Carrier Engineering, Ltd., subsidiary of Carrier Corp.

The rink consists of three pads, or alleys, each 130 ft. long by 14 ft. wide. Carrier engineers devised the freezing equipment, with the rink coils being fed by an ammonia compressor.

In previous years, curlers had to depend on the weather to keep the rink in shape.

Baker's New Little Falls Plant



Baker Refrigeration Corp. is currently setting up manufacturing facilities in a portion of this plant to turn out its refrigeration machinery. The plant is expected to start producing equipment about the first of next year.

3 Conferences, 4 Technical Sessions Slated for Annual Meeting of ASRE

NEW YORK CITY—An extensive list of technical papers and three engineering conferences on specialized problems of the refrigeration industry are expected to produce a record turnout for the 45th annual meeting of the American Society of Refrigerating Engineers at Chicago's Edgewater Beach hotel Dec. 4 to 7.

The inclusion of the three conferences in addition to the regular four technical sessions will provide "one of the most diversified and popular programs in many years," the society said.

These conferences are (1) the household refrigerator conference at which the use of plastics will be discussed; (2) a water re-use symposium concentrating on means for conserving water used in refrigeration and air conditioning; and (3) a conference on the design and applicability in multi-room buildings of room air conditioners.

Chairmen of the three conferences in the order listed are O. E. Norberg of Crosley Div.; Arthur J. Hess of Hess, Greiner & Pollard, Los Angeles; and H. L. Laube of Remington Corp.

Each of the conferences will follow the procedure established at the last two meetings of the household refrigerator engineering conferences. A paper on the general subject will be

read by an outstanding authority in the field and then leaders from many refrigeration firms will be asked to discuss the salient points brought up in the paper.

Twelve technical papers will be given at four plenary sessions of the society and will cover subjects ranging from a description of the huge low-temperature installation at the Eastman Kodak works in Rochester, N. Y., to an explanation of the mysterious Hilsch vortex tube that blows cold air out one end and hot air out the other.

The annual meeting will feature the usual social activities which will include a welcome luncheon and distinguished speaker, the perennial dinner dance, and inspection trips. Two meetings of the society's governing council are scheduled as well as many meetings of technical committees now at work on new and revised codes and standards for rating and testing refrigeration equipment.

The meeting will wind up at noon Wednesday, Dec. 7, with the installation of new officers. Those nominated for 1950 are: President, J. G. Bergdoll, Jr., York Corp.; vice presidents, P. B. Christensen, Merchants Refrigerating Co., and Edward Simons, consulting engineer; and treasurer, R. C. Jordan, professor of mechanical engineering, University of Minnesota.

July Appliance Sales Lag In Inland Empire Area

SPOKANE, Wash.—Appliance sales lagged somewhat in July in the Inland Empire area of eastern Washington and western Idaho, the Washington Water Power Co. reported.

Only vacuum cleaners maintained the June pace and only water heaters and clothes driers were doing better than in July, 1948.

For the first seven months of 1948, clothes driers were bettering their 1948 sales record while home freezers were holding even. All others were below last year's mark.

A comparison of the figures for July and the first seven months of 1948 and 1949 follows:

Appliance	1948		1949	
	July	7 Mos.	July	7 Mos.
Refrigerators	1,140	6,926	1,131	6,590
Home Freezers	254	829	165	830
Ranges	1,041	6,480	875	4,571
Water Heaters	610	3,967	640	3,433
Clothes Washers	902	5,860	771	4,988
Clothes Driers	29	182	37	435
Ironers	140	847	105	815
Vacuum Cleaners	460	2,760	351	2,162

Coolerator Names Costello Sales Promotion Manager

DULUTH, Minn.—Appointment of William A. Costello to the newly created post of sales promotion manager, was announced recently by W. A. MacDonough, manager of advertising and sales promotion of the Coolerator Co.

Recently zone promotion manager for a major appliance manufacturer, Costello's background includes sales, advertising, and promotion assignments with General Outdoor Advertising, General Mills, Inc., and Barron Collier.

According to MacDonough, Costello will devote the major portion of his time to the creation, testing, and application of special dealer promotion activities.

Gray Gets Business Charter For Air Conditioning Firm

HIGH POINT, N. C.—Gray Heating & Air Conditioning Co. here has obtained a charter from the Secretary of State to sell heating and air conditioning supplies. Authorized capital stock is \$100,000, with \$300 stock subscribed by Hamilton Gray, Emerson Gray, and C. A. York, Jr., all of High Point.

Willetts Adds Koch, Harderfreez

MISSION, Tex.—H. A. Willetts, refrigeration dealer, recently added Koch refrigeration equipment and Harderfreez freezers to the lines which his firm is franchised to handle.

Baker Transports Omaha Operation To Little Falls Near S. Windham Plant

SOUTH WINDHAM, Me.—Officials of Baker Refrigeration Corp. here have announced the leasing of a large factory building at Little Falls, South Windham, as the location for Baker's expanded manufacturing facilities in this area. The decision to move Baker's Omaha plant to the Greater Portland area was announced a few weeks ago.

Contrary to rumors, Baker Refrigeration Co. will continue to maintain a branch in Omaha. The present facilities and operation will be enlarged. The Omaha Baker branch will maintain a complete engineering, sales and service staff, and a large stock supply of repair parts and complete compressors and units will be available at all times.

The building leased by Baker is now occupied by the Maine Steel, Inc., manufacturer of snow-removal machinery and Ellis Paper Board Products, Inc., which manufactures cardboard cartons, separators, and building papers. These two firms will continue to occupy a portion of these premises.

WORK ALREADY STARTED

Workmen have already started preparing the newly acquired plant for occupation. Necessary building alterations are being expedited so when the machine tools are dismantled in Omaha they may be rapidly installed in the new factory. Work is being coordinated in line with a move schedule designed to eliminate a break in shipments to Baker distributors and customers.

The new Baker manufacturing facilities in Maine will be known as Baker Little Falls Plant and the present factory in Maine at South Windham will be identified as Baker's Mallison Falls Plant. The newly acquired plant was selected due to close accessibility to present facilities, ample floor space for present expansion and future development, unlimited floor load capacity required by the heavy machine tools planned for this plant.

PRODUCTION PUSHED AT OMAHA

The Baker Omaha plant is pushing production of finished refrigeration machinery in order to assure Baker distributors of ample inventory in completed compressors, units, and parts. It is estimated that 45 days will be consumed in completing this task and that within 90 days completed refrigeration equipment will be rolling off the assembly lines at the Baker Little Falls plant here.

Currently the manufacturing facilities at South Windham are confined to "Freon" and ammonia condensing units and compressors of 2 to 15-hp. capacities. Just as readily as the new facilities are adapted to this type manufacturing the present machine tools at the Baker Mallison Falls plant will be moved to the new site. The present facilities are to be utilized in the manufacture of belt guards, frames, bases, condensers, and other component parts utilized in the assembly of Baker's line of air conditioning and refrigeration equipment.

Machinery for the entire line of four-cylinder "Freon" and ammonia compressors and condensing units now manufactured in Omaha will be moved also to the new facilities here.

Company officials are selecting new employees to man the machine tools being brought from the Omaha plant. They pointed out that the machinery work on refrigeration equipment must be held to close tolerances and a training program for new employees was necessary.

Meteorologist Symposium To Discuss All Aspects Of Air Pollution Problem

BOSTON—The American Meteorological Society's 30th anniversary meeting in St. Louis, Jan. 3-6, 1950, will feature an air pollution symposium.

The symposium will consist of two parts. One part will be a panel discussion by leading national authorities on the different phases of air pollution abatement, such as enforcement, public health, equipment, industrial, research, etc. This discussion will be open to the scientists, technicians, and public alike and, following a brief description of each panel member's special subject, their comments and questions from the floor will be invited.

The second phase of the symposium will be a series of technical papers on Jan. 4. These have been selected to emphasize the meteorological and climatological phases of air pollution and will cover subjects such as: urban diffusion of smokes, forecasting atmospheric dispersion conditions, dispersion from stacks, climate influences on pollution, etc.

The symposium will present information and methods useful to engineers, hygienists, industrial and utility management, etc. Their attendance is particularly urged so that they may obtain the maximum benefits from the professional meteorologists' efforts.

Chairman of the symposium is C. A. Gosline, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

National headquarters of the American Meteorological Society are: 5 Joy St., Boston.

Devalued Pound Seen as Important Step Toward Improved World Trade

HARRISON, N. J.—In a recent interview, S. Riley Williams, vice president in charge of foreign business, Worthington Pump & Machinery Corp., characterized the devaluation of the British Pound as an important first step toward improved world trade.

"The immediate effect will be detrimental to American industry," he said, "because it creates a price differential in favor of British industry."

But Williams looks for devaluation to be followed by a relaxation of controls over convertibility.

He pointed out that "decontrol" will eventually open up markets which are closed to us today, and which we may now lose to the devalued pound.

"Only by a return to full convertibility will Great Britain get the most benefit from devaluation," he said.

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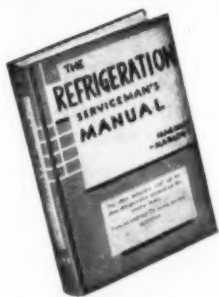
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The Refrigerating Engineer Magazine says: "... We recommend the REFRIGERATION SERVICEMAN'S MANUAL to the practical engineer, technician, or student without reservation."

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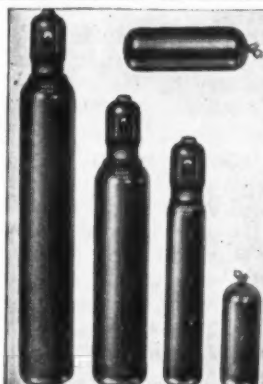
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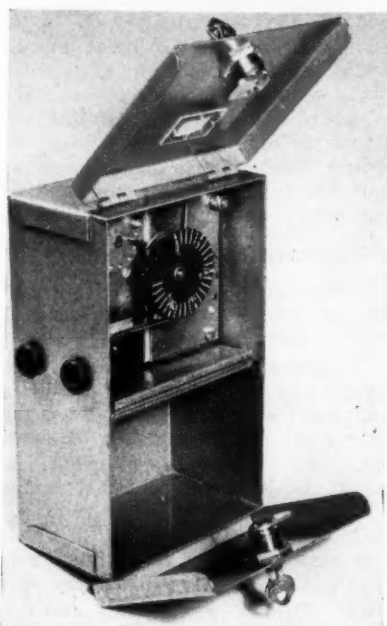


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What's New



Collectometer

'Collectometer' Features Jamproof Guard

NEW YORK CITY—Robco Corp. has introduced for the refrigeration and air conditioning industry a new commercial "Collectometer" to be used for time-payment selling.

Two features of the Collectometer are claimed to give the user a minimum of service problems and long trouble free operations.

1. A special jamproof guard will not allow the entrance of a second coin until the first coin has cleared the chute.

2. A simple time setting arrangement will do away with any need for changing gears or stocking parts. Merely the insertion and removal of pins with a screwdriver changes the amount of daily deposit.

The Collectometer is housed in an attractive gray hammertone box with two locker compartments, one for the mechanism and one for the coin box. The over-all size is 9 in. high, 3 in. deep, and 5 in. wide. The coin box will hold \$150 to \$160 in quarters.

The action of the Collectometer is plunger type and has a minimum of working parts which will definitely cut down on service work. The meter works on 115 volts, 60 cycle, alternating current and the switch is rated at 15 amperes at 115 volts.

The Collectometer will sell for \$15.95 f.o.b. New York factory, and is distributed exclusively by Wm. J. Doherty, Inc., 70 East 45th St., New York City.

Paragon CHRONO-SPRAY FAIL-SAFE TIME CONTROLS for water-spray defrosting SERIES MG-3

for Locker Plants, Big Unit Coolers, Walk-in Boxes, Air Conditioning, Breweries, Dairies, etc.

Provides three adjustable periods: delay, water spray, and drain. "Fail safe" feature prevents evaporator fans from running during water spray cycle when unit is being defrosted.

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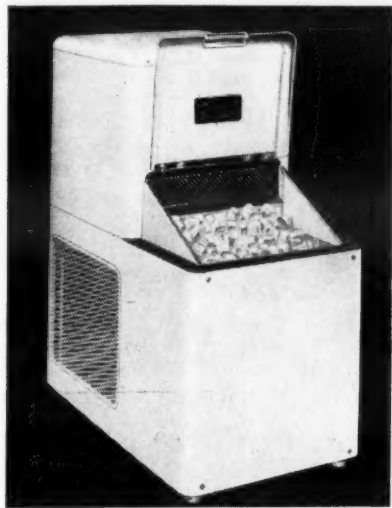
Export Dept.: 39 Broadway, New York

Ajax 'Electric Iceman' Operates Automatically

CHICAGO—Design and construction details have been recently released on the Ajax "Electric Iceman" automatic ice cube maker which is being made by Servel, Inc. and distributed internationally by The Ajax Corp. of America here.

Using fresh water for each batch of cubes frozen, the machine has been designed to meet all state and local health department requirements, its makers say.

The new ice cube machine operates automatically, freezing 156 cubes ap-



Ajax Electric Iceman

proximately every 30 minutes.

Newly frozen cubes drop into an insulated storage compartment which holds up to 1,400 cubes or 60 lbs. By thermostatic control the machine stops producing cubes when the storage space is filled. Partial or complete removal of ice causes the machine to resume operation, thus keeping the storage bin at capacity.

To begin the freezing cycle, five quarts of fresh water direct from source are fed automatically into a patented sealed platen evaporator. All during the freezing, water is kept in constant agitation to insure clear cubes.

When freezing is complete, a rapid defrosting action takes place. The sealed platen releases slightly to permit siphoning off approximately one quart of water through a specially designed drain trough. This completed, the platen is automatically lowered, permitting the cubes to drop into the storage compartment, according to the manufacturer.

The Ajax ice cube maker is 41 in. high, 20 3/4 in. wide, and measures 34 1/2 in. from front to back (at base). Its gross weight is 301 lbs.

It is powered either with a Servel "Supermetic" air-cooled 1/2-hp. model H2B condensing unit; or the Servel Supermetic water-cooled 1/2-hp. model WH2B condensing unit. External connections are a 1/4 in. IPS water inlet, and a 1/2 in. IPS drain.

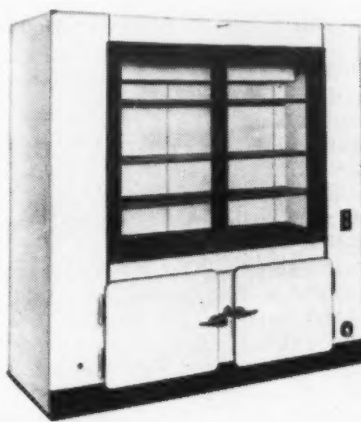
The unit is finished in refrigerator white enamel, with chrome trim and clear-plastic hopper lid.

Heater-Fan Available In 2 Models

WICHITA, Kans.—A new Vornado heater-fan that can be used either as an electric forced-draft heater or as a cooling fan has been introduced by the O. A. Sutton Corp. here.

The heater-fan is made in two models, the H913-1 which is rated at 1,320 watts and has a 4,500 B.t.u. delivery, and the H916-1 which is rated at 1,600 watts and has a 5,500 B.t.u. delivery.

Both models carry 115 volts, 60 cycles. Both have a 7 1/2-in. diameter fan blade and weigh 6 lbs. As a heater, both models deliver 120 c.f.m. and as a fan 750 c.f.m.



Howard reach-in case

Howard Adds Display Cases To Refrigerator Line

PHILADELPHIA—Four new display cases have been added to the Howard line of refrigerators, the Howard Refrigerator Co., Inc., 507 Arch St. here, announced recently.

They are a 4 and 6-ft. "4,300 series" double duty case, and a 6 and 8-ft. service display case.

The double duty cases have top, front, and shelving of porcelain, fluorescent lighting, and heavy duty fiber glass insulation. They are 43 in. high, 25 in. wide at the top, and 35 1/2 in. wide at the bottom.

The service display cases measure 30 in. deep and 75 in. high. Case prices on these two units are \$395 for the 6-ft. length and \$475 for the 8-ft. length. "Complete utilized prices" are \$543 and \$638 respectively.

On the double duty units, case prices are \$260 on the 4-ft. model and \$325 on the 6-ft. model. "Complete utilized prices" are \$395 and \$460 respectively.

Portable Hot Plate Has Sealed Heating Unit

TUCKAHOE, N. Y.—What is claimed to be the only portable electric hot plate with cast in base sealed heating element and folding legs has been introduced by Eastern Metal Products Co. here.

Called the Swiftly portable rangette, the device has its heating element—



Portable hot plate

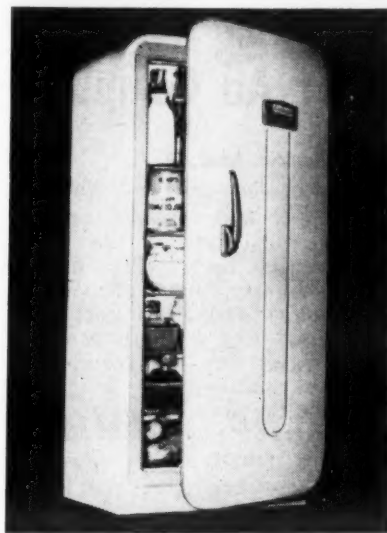
the same rod-type unit as is used in electric ranges—hermetically sealed in the base.

With legs folded and handle removed, the rangette packs into a dustproof bag for storage or travel.

New 7 1/2 Cu. Ft. Coolerator Model Is Only 2 Ft. Wide

DULUTH, Minn.—Coolerator Co.'s recently-introduced RB75 Coronet model, a long-door, full-length refrigerator listed at \$189.95, is designed in a cabinet only 2 ft. wide and 57 3/4 in. high, yet has a capacity of 7 1/2 cu. ft.

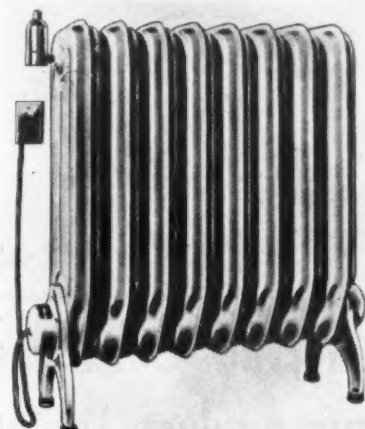
A new-type streamlined "ZerO-



RB75 Coronet model

Lator" compressor eliminates the need for a false bottom in the cabinet and increases the usable interior storage space, according to William C. Conley, Jr., sales manager.

Other features include a U-type evaporator which offers storage capacity for more than 20 lbs. of frozen foods and two ice cube trays. Five shelves provide storage for all types of food as well as for tall bottles.



Electresteam radiator

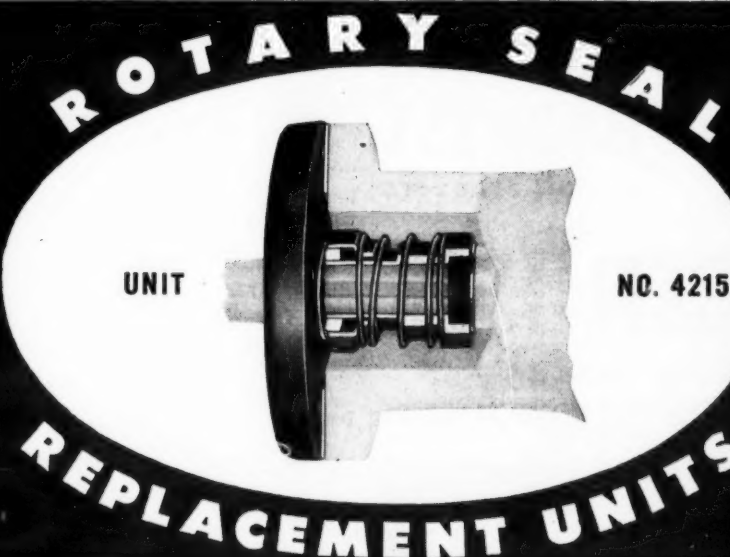
'Electresteam' Radiator Avoids Overheating

PARIS, Ky.—An Electresteam portable electric steam radiator is now being offered by Electric Steam Radiator Corp. here.

Operating on a.c. or d.c. current, an Electresteam Portable will quickly heat 1,200 cu. ft. (a room 10 by 10 by 12 ft.) in severe weather or larger rooms in milder weather. Weighing 37 lbs., Electresteam can be carried from room to room to furnish the auxiliary heat needed.

Electresteam provides steam from only 2 qts. of water, requires no attention except checking the water level approximately every 200 heating hours.

Electresteam cannot over heat because each unit is designed to maintain less than 2 lbs. of steam pressure regardless of the length of time the unit is in operation, it is pointed out.



are available in a complete range of sizes—including the larger models for use in Commercial and Semi-Commercial Compressors, such as:

BAKER	CURTIS	MILLS
BRUNNER	FRIGIDAIRE	PAR
CARRIER	GENERAL ELECTRIC	UNIVERSAL COOLER
COPELAND	KELVINATOR	WESTINGHOUSE

and others

MORE THAN
848
MODELS



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LEADING
JOBBER

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Certainty!"

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MONTREAL 28, QUEBEC, CANADA

NEED COLD PLATES? Call DEAN!!!

For ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets, low temperature test rooms, window displays, liquid coolers. Also plates for baudelot-type coolers. Custom built plates available on special order such as cylinders, U's, angles, tanks, etc. Plates available in stainless steel and other metals.

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FACTORY REPRESENTATION

DEAN PRODUCTS, INC.

1042 DEAN ST., BROOKLYN, N. Y.





Minor But Good Market Possible In Peru, Says Analyst, Urging Bigger Ad Campaigns

By Eugene Hesz, International Market Analyst

The third of the secondary customer countries for the air conditioning and refrigeration industries, measured by pre-war standards in American deliveries of household refrigerators, is Peru.

The country then took 2.1% of our exports of these commodities. At present, the percentage is only 1.1, also meaning third place measured in dollars and cents.

Since the total number of motor vehicles in a country forms an excellent tool for obtaining a good general picture of the standard of living and for the relative economic status, it may be of interest to give such figures here: At the beginning of 1949, Peru had 40,460 automobiles on the road, as compared to Uruguay with 45,840, Brazil with 318,360, and Venezuela with 97,000.

The country itself has an area of 482,000 square miles, about the same as Texas, California, and New York combined, and a population of 7.7 million, of which over one half

consists of mestizos and whites.

The principal cities are Lima (658,000 inhabitants), the capital, which is the main center of trade in the country, and Callao (93,000 inhabitants), the main port and a commercial city of high rank. The third largest city is Arequipa (87,000 inhabitants), the commercial center of the Andean region; Cusco, the ancient Indian town, and Trujillo, the mining center.

Peru stretches from the Equator south to the 18th degree, thus accounting for a hot climate which makes the equipment of the products of our industries mandatory.

Interest in electric refrigeration was aroused in Peru prior to World War II, and the household unit figures as "number 2" among American electric appliances imported, first place having been taken by sewing machines.

APT. HOUSES BIG HELP

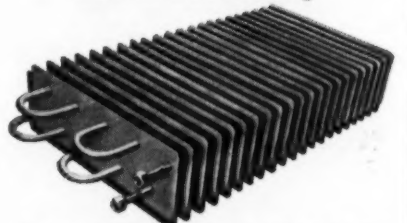
The building of modern apartment houses has given a stimulus to the use of domestic refrigeration equipment. Before the last war, American refrigerators and parts exported to Peru represented 37% of all our electric appliances shipped to that country.

During the war years, the demand for such equipment could not be met, and total needs amounted to at least \$500,000, or, at present prices, \$1,000,000 a year. After the first rush of business has passed, our total exports to Peru in 1948 presented the following picture:

Electric household refrigerators, including parts.....	\$261,000
Air conditioning units, including condensers	47,000
Ice making equipment	11,000
Air diffuser units	10,000
Self-contained commercial refrigerators	28,000
Liquid cooler air conditioning and refrigeration equipment	3,000
Room air conditioning units	3,000
Commercial air conditioning units	2,000
Electric mechanical refrigerators (commercial)	1,000
Auxiliary equipment	113,000
Assembly and replacement parts	2,000
Total	\$481,000

In the last five years prior to World War II, the country imported from the United States the following equipment (yearly averages calculated over the period 1937-41):

LOOK TO LARKIN
for Durability



THE ORIGINAL, PATENTED CROSS-FIN COIL

The refrigeration coil that changed an industry stands today unchallenged for performance, user satisfaction and lasting durability. Made from only the finest materials by skilled craftsmen under exacting standards, every Larkin Coil features imbedded fin-to-tube contact, swaged connection, silfos welded construction, and staggered tubing. Write for complete details.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY
LARKIN COILS
519 MEMORIAL DR., S.E. • ATLANTA, GA.

Commodity	Units	U. S. Dollars
Electric household refrigerators	990	\$ 86,000
Commercial refrigerators	49	8,000
Parts for domestic and commercial refrig.		15,000
Non-electric domestic and commercial refrig.	218	18,000
Total amount of refrigeration equipment		\$127,000

This compares with 5,000 electric household sewing machines valued at \$138,000 for the same average period.

The above 1948 figures show mainly negative factors, namely the lack of commercial refrigeration equipment, but the total of domestic products exported to Peru is certainly also underdeveloped.

OPPORTUNITY KNOCKS

Astonishing is the small amount of ice-making machinery purchased. This indicates the opportunity to start out immediately in the right direction, namely the electric appliance, even before the hand-filled ice box has become popular in the home. The room air conditioning unit is also negligible, a consequence of the dollar situation.

Progress will be slow, as the general standards of living in Peru are low; the illiteracy rate in 1944 was still 58 per cent. But the main mining industry, the Cerro de Pasco Corp. (important copper producer, and also prominent in the gold and silver mining industries of the country), being American owned, should surely be able to exert a good influence in this direction for the market of American finished products.

The mining prospects in Peru are altogether favorable and justify hopes for better business in the future. Peru ranks third in the world silver production and also mines 25% of the world's vanadium. Petroleum has been found in good supply and the production in the year 1946 amounted already to 11.4 million barrels, with new fields being explored successfully since.

From the above it will be gathered that the market for electric refrigerators was expanding gradually before the last war and that it would have shown a continued expansion afterwards if the dollar reserves accumulated during the war years had been more systematically used. However, this will arrange itself, and a minor but good market can be built up in Peru.

INDUSTRIALIZATION SLOW

The efficient advertising campaigns of our industries of the past should slowly be expanded so that the construction of new housing units, the expansion of mining activities, and the improvement of conditions of food preservation will pave the way for more and better business in the future.

Industrialization is advancing very slowly, which appears to be a wise policy. Of course, in our case, this means that the export of assembly parts for the local manufacture of refrigeration units will not be soon in coming.

Before the war, the competition came from Germany, Switzerland, and Sweden. At the present time, one would have to add to this list England, whereas, naturally, the German imports are still in the embryonic stage.

As indicated, Lima, Callao, Arequipa, and Inquitos are the places where our distributors and dealers should be stationed. Knowledge of the Spanish language will certainly be an essential requirement in a country where nearly one half of the total population is of pure Indian blood, knowing only little Spanish, and no English at all.

Sears' Store In Venezuela Will Be Air Conditioned

CARACAS, Venezuela — The new Sears, Roebuck & Co. store in this city, the first Sears operation in Venezuela, will be completely air conditioned by Carrier Corp.

The centrifugal refrigeration machine to be installed in the store is the first use of such equipment in the country for non-industrial purposes. The system was sold and will be installed by S.A.V.E.R. Guinand, Carrier distributor for Venezuela.

The store is now in the process of construction and will be opened for business early in 1950. It will be a reinforced concrete structure consisting of basement and two floors, a total floor area of 130,000 sq. ft. In exterior appearance, the store will resemble the conventional Sears store found in the United States.

Chile, Venezuela Look to Refrigeration In Drive To Increase Fish Distribution

WASHINGTON, D. C.—Programs are under way in Venezuela and Chile to increase the production, distribution, and consumption of fish by expanding and improving refrigeration and storage facilities, according to the Office of International Trade.

Fish consumption in both countries is now confined mostly to coastal areas because of inadequate refrigeration and transportation facilities, the agency reported.

Steps being taken by the Venezuelan Government through the Ministry of Agriculture and the Venezuelan Development Corp. include a plan to aid independent fishermen. The plan emphasizes installation of refrigeration units on credit with easy payment terms and an assured supply of ice, among other things.

NEW PLANT WILL HELP

Additional help in the over-all program will come when one of South America's largest and most modern warehouses and refrigeration plants opens soon in Puerto La Cruz. This plant reputedly will be equipped to freeze about 20 tons of fish daily, and store 400 tons. It will also produce 30 tons of ice daily for general use in the region.

"It is conservatively estimated," the OIT said, "that with adequate cold storage and transportation,

Caracas alone would consume 6,000 tons of fish annually."

The current crisis in meat supplies in Chile has directed official attention to the country's fishery resources as a logical and readily available substitute for meat, the OIT pointed out, adding that plans have been announced for "greatly improved refrigeration and storage facilities."

PROGRESS IN NORTH

Noting that Chile's rich sea resources are relatively untapped, the agency said:

"Progress has been made in the northern ports in the construction and equipment of canneries and freezer plants, mainly for the preparation of swordfish, tuna, and related species for export, but a large potential demand for fish in the population centers of Chile remains unfilled."

It was also reported that Chile's Institute of Agricultural Economy, under its National Dairy Improvement Program, has opened bids for supplies of imported milk-cooling equipment to be sold on easy credit terms to local dairy farmers.

Another development has been the Chilean Development Corp.'s advancement of 10,000,000 pesos to the National Poultry Producers Association for the construction of the country's first modern poultry-packing plant.

South Africa To Decrease U. S. Imports 50% In '50

PRETORIA, South Africa — The Minister of Economic Affairs announced recently that the total of raw materials and essential supplies now imported from the United States will be reduced by one half during the first six months of next year.

However, the South African government will permit imports from the sterling area to 100% of the present total.

Observers speculated on whether or not the new system of import control was related to the failure of South Africa to obtain a dollar loan. A leading nationalist publication said "American businessmen have acted unwisely; they have destroyed their own market in South Africa."

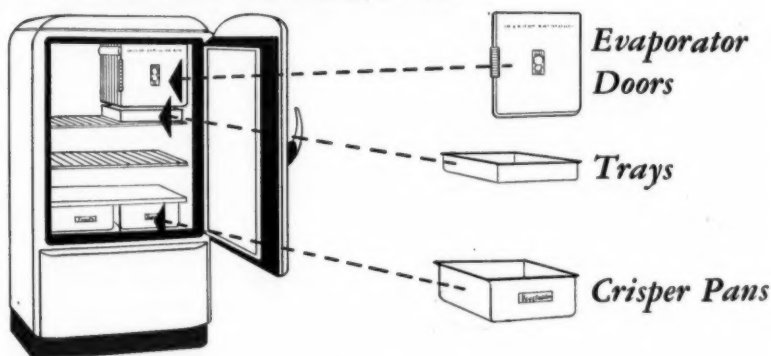
for draft and bottle beverage coolers...

IDEAL Speed-Freeze PRODUCTS

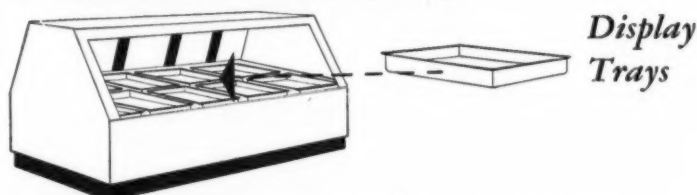
IDEAL COOLER CORPORATION
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FOR Your PORCELAIN ENAMEL JOBS—A Specialist IS THE ANSWER

✓ HOUSEHOLD REFRIGERATORS



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For over 20 years, The Strong Manufacturing Company has produced only top-quality porcelain enamel products—and are specialists in refrigerator accessories made to manufacturers' most exacting specifications.

You can depend on fast, efficient service, on-time deliveries, and quality geared to your production demands.

Send Us Your Specifications and Production Needs
or
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THE STRONG MANUFACTURING CO.
SEBRING, OHIO

Enjoy a **GOLDEN HARVEST** in Fall Freezers with **BEN-HUR** America's Finest FARM and HOME FREEZERS



The Blue-Trimmed Beauty of BEN-HUR Freezers is your quick shortcut to high sales volume! It stops shoppers long enough for you to point out all the rest of BEN-HUR'S superior features that add up to today's greatest value in food freezing.

Make your own "Golden Harvest" in freezer sales now—by helping your customers preserve their own proud harvest in garden produce, meats, poultry and game for year-around eating pleasure — with BEN-HUR, America's Finest Farm and Home Freezer.

Prove to your own profit that freezer sales and profits this year start with BEN-HUR. Write for your dealership story today.



BEN-HUR MFG. CO.

Dept. AC, 634 East Keefe Avenue
Milwaukee 12, Wis.

BEN-HUR FARM and HOME FREEZERS
HEALTHFUL LIVING THROUGH FROZEN FOODS

May We
Present...



Need a new bag?

(quoted from page 9 of this book)

You may already know all about many of the suggestions in this book—but keep on reading! The idea in just one paragraph may be worth hundreds of extra dollars to you every year.

No matter how much experience you may have had, or how many sales training courses you may have taken, you can always cash in on new ideas. And sometimes your old ideas need jarring around once-in-awhile.

To prove this point, a sales executive of our acquaintance enjoys showing to intimate friends a clipping of an advertisement which appeared in a certain New York newspaper. It was an advertisement inserted by a luggage firm, and its headline says, so help us:

"Will your old bag do for the week end?"

"It's a Great Life" makes fast reading. The author doesn't throw facts at you; rather, precepts are implanted deftly into the reader's subconscious mind through gay, light-hearted humor and down-to-earth realism. He doesn't preach and he isn't stuffy. He's human.

These 320 laugh-and-fact packed pages are well worth your while. Mail the coupon TODAY!

IT'S A GREAT Life

A NEW BOOK by GEORGE F. TAUBENECK

(Author of the best-selling "One Foot in the Door")

THAT TELLS IN HUMOROUS FASHION

HOW TO SELL
YOUR SALESMEN
ON SELLING...

You're building what looks like a good sales force—young men and veterans—who are presumably ambitious, confident.

How long will they stay that way? Do they know what selling is all about?

You probably agree with Mr. Taubeneck—it is a great life. But can you infuse your salesmen with a real enthusiasm for selling? Can you give them a tangible goal? Most important, can you get them to sell, sell, sell and work, work, work when the going gets tough?

Can you re-inspire and re-teach your older "salesmen" who have been doing everything BUT sell for the past eight years?

No doubt you can, if you work hard enough at it. But this delightful new book makes that job easy—takes a load off your shoulders.

You already know how to sell—but do they? Have you told them how and why and what and where—in detail, patiently? Chances are you haven't the time to do this job properly. Next best thing is to give them a copy of "It's a Great Life." Let the author show them how they can have fun while building their personal careers (and your business!).

Dozens of books have been written on salesmanship, but they've been written by the wrong people. Publication of "It's a Great Life" marks the first time that an entertaining writer—who is also a

salesman himself—has tackled the job of selling Salesmanship to salesmen. And he's done it magnificently! Pursuing his successful formula which has made his "One Foot in the Door" and "The Marshal's Baton" best-sellers in the business-book field, Author Taubeneck has illustrated each of his major points with humorous anecdotes—thus making them easy to remember.

"It's a Great Life" is not only breezy and humorous, but it has been written with painstaking simplicity. All its original ideas are "spelled out" carefully in "man in the street" language.

Give each of your salesmen copies of "It's a Great Life" to read and to own—and watch the improvement in his whole outlook on life. Tell your friends about it. Read it yourself. It will give you confidence in the possibilities of your business (and maybe you'll find a few new ideas in it which will help you run your business better).

Every sales manager, every dealer and distributor, and every manager or owner of a business enterprise should see to it that every one of his employees has a copy of "It's a Great Life" for his very own. Experienced salesmen will read it for its laughs, and perhaps to rejuvenate their own confidence in their profession. Neophytes will know, after they've read it, that their choice of a career has been right. And every one who studies it, we feel confident, will pick up enough new ideas to repay the original cost (\$2.50) a hundred times over.

Price-Only \$2⁵⁰

Yes! I'd like to have a copy
of "It's a Great Life"

☐ Payment Enclosed ☐ Please Bill Me

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BOOK DIVISION OF BUSINESS NEWS PUBLISHING CO.

450 WEST FORT STREET, DETROIT 26, MICHIGAN

Department Store's Air Conditioning System Fits Into Functional Design

GRAND RAPIDS, Mich.—Air conditioning plays an important role in the new \$4,000,000 department store opened here recently by Herpolsheimer's.

Numerous innovations in functional design characterize the new structure, which is one of more than 75 stores in the Allied store chain.

Not only is the air conditioning system designed to provide shopping comfort in any season, but it supplies pollen-free and dust-free air which will keep merchandise and the store interior clean. For the latter functions electrostatic precipitators are employed in the air conditioning system to filter and clean the air.

The store itself has been designed around the flow of merchandise and also to provide the greatest customer exposure to merchandise.

Lighting arrangement is unusual, incorporating specially designed fluorescent fixtures by Sylvania Electric Products, Inc. in a "Flexi-Module" ceiling system.



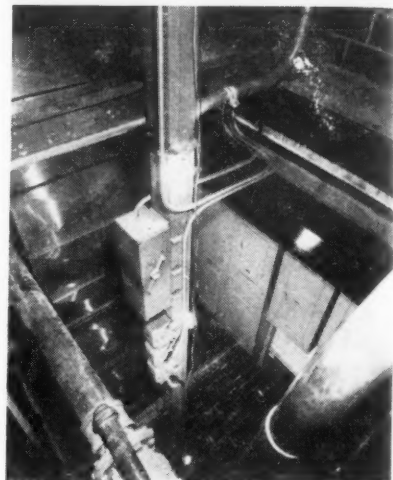
A section of the second floor of Herpolsheimer's department store in Grand Rapids, Mich., while still under construction, shows the ceiling as it appeared with and without louvers.

The fixtures are suspended from the ceiling and plugged into trolley ducts. The latter were originally designed for plugging in power tools in factories, but using them here permits the lighting fixtures to be readily shifted to change lighting emphasis.

Beneath the fluorescent fixtures is suspended a false ceiling which consists of aluminum modular louvers or architectural panels. Over-all dimensions of the louvers are 32 by 32 in. with the individual cell size being approximately 3 by 3 by 3 in. These panels are supported at the four corners by metal suspension rods incorporating a leveling device. These leave the louvered ceiling about 4 ft. below the concrete ceiling.

Through this space some air conditioning ducts are run with outlets for the space below.

Most of the ducts, however, run along the side of the floor selling area where service mezzanines have been constructed. These suspended



One of four mechanical cores that contains vertical runs for ducts, drains, feeders, etc.

decks provide convenient office and warehouse space.

Honolulu Distributor Air Cools New Quarters

HONOLULU, T. H.—The new four-story modern building being constructed at 89 King St. here for Service Motor Co., Ltd., Chrysler Airtemp distributor, will be completely air conditioned with Airtemp equipment, according to Peter H. Fukunaga, president and general manager of the firm.

The first two floors of the fireproof and earthquakeproof building will be completely fronted with glass to serve as a massive display window.

Recently appointed Airtemp distributor in the Hawaiian Islands, Service Motor Co. has a branch and dealer organization numbering 38 outlets.

Air Conditioned Bookies

DETROIT—You can place your bets on the horses in air conditioned comfort in Detroit, according to *The Detroit Free Press*.

In one of a series of articles being published by the newspaper on alleged wide-spread gambling here, Reporter Bud Lanker said that "most of the bookies are air conditioned and are kept scrupulously clean."

Practical Refrigeration Engineers Assn. To Meet At Purdue U. Nov. 8-11

CHICAGO—Purdue university will be host to the 40th annual meeting of the National Association Practical Refrigerating Engineers from Nov. 8-11.

Numerous Purdue faculty members will participate in the convention program which is designed to provide the latest information on operation and design of refrigerating systems in the industrial field.

Much of the convention program is made up of lecture-demonstrations on basic subjects of interest to engineers in all the applications of refrigeration. Typical of these subjects are "Fundamentals of Good Welding," "Chemistry for the Refrigerating Engineer," "Uses and Limitations of Plant Instruments," "Plant Tools and Their Uses."

Other papers will be presented on the different applications of refrigeration and experienced men from the industry will give talks on practical procedures in plant operation which have proved their value in the field. For instance, one engineer will report how a modest program of plant modernization paid big dividends in lowered costs and greater output.

The Purdue Memorial Union on the campus of the university at West Lafayette, Ind. is headquarters for the convention. It offers ideal facilities for the meeting including the convention hall, guest rooms, and several restaurants.

Attendance is not confined to NAPRE members, and the university and the association invite guest attendants.

G-E Enjoined from 'Retiring' Aged Workers

CLEVELAND—An injunction preventing General Electric Co.'s electric vacuum cleaner division from discharging male employees over 65 and female employees over 60 was issued recently by Common Pleas Judge A. V. Baumann.

Judge Baumann's opinion stopped the immediate dismissal of 26 men and women and affects 600 other workers. The division had notified these employees on Feb. 1 that they would be retired on April 1.

On March 28, a temporary injunction was granted the International Association of Machinists. The union argued that the company's retirement policy violates its contract with the IAM.

Upholding this contention, Judge Baumann said the company could retire the older workers but that "retirement implies at least part of the motive power must originate in the person whose status is to be changed."

"Retirement includes some consent by the employee. It may be by participating in a pension plan or it could be by specific agreement. Here we do not have a case of retirement but instead we have a discharge because of age."

The jurist noted that the older employees had not been accused of inefficiency and that no disciplinary clause of the union contract had been involved.

Johnson Joins Cordley-Hayes

NEW YORK CITY—Addition of Fred W. Johnson to the sales staff of Cordley and Hayes, manufacturer of Cordley ice and electric water coolers, is announced by C. M. Cordley, president.

Johnson will make his headquarters in Atlanta, Ga., and will cover the southeastern territory.

Milk Canning Process, Said To Retain Fresh Taste, Ready for Commercial Test

VALPARAISO, Ind.—Dr. Roy Graves and Jack Stambaugh, discoverers of a method of canning fresh milk, revealed recently that the process soon will be tested in commercial production.

Graves and Stambaugh, who have been working on the process at the latter's farm near here, said several major problems have been solved. Most of the remaining experiments will be concerned with equipment, they reported.

Graves is a former Department of Agriculture dairy scientist and Stambaugh is a dairy farmer and implement dealer. Under their method, fresh milk has been canned for the first time in the same way as fruit juices and soups are canned.

A reporter recently sampled milk that had been canned and kept under refrigeration for about four months. He said the flavor was the same as that of fresh milk purchased at stores.

Two sizes of containers are expected to be used in marketing the product. One will hold about three pints and the other close to a gallon. A tin can coated on the inside with a thin film of enamel has been found most satisfactory.

Under methods now in use, milk is cooled rapidly on the farm from 96° (the cow's body temperature) to 40°. Next, it is shipped to a dairy plant where it is cooled again.

It is then heated rapidly to 161° in the pasteurizer. Finally, the milk is homogenized, cooled, and bottled. In the process, the milk is exposed to the air. This oxidizes it, changes its flavor, and encourages the growth of bacteria.

Under the Graves-Stambaugh pro-

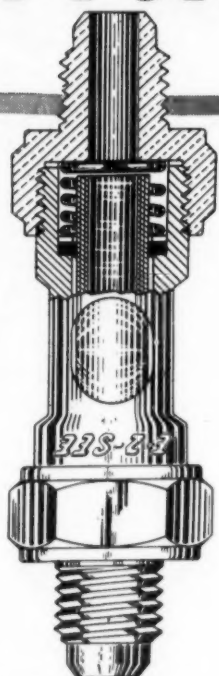
cess, the milk is extracted under vacuum from the cows by milking machines. Stainless steel tubes then carry it to a large vat where, still at 96°, it goes into a standard homogenizer.

It is then pumped into a new flash-type pasteurizer where it travels through two cylinder steam jackets at a high speed and under extreme turbulence at 190°. The milk then flows into the canning machine.

Graves thinks that it will not be necessary to have a milk cannery on every dairy farm.

"We can bring milk in from other dairy farms and can it if producers will modify their operations to conform to our requirements and give us the quality of milk we need," he said.

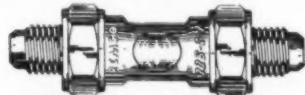
Enthusiastic acceptance everywhere for leak-proof E-Z-SEE Liquid Indicators!



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Excise Tax Collections Down on Refrigerators

WASHINGTON, D. C.—Manufacturers' excise tax collections on mechanical refrigerators, air conditioners, etc. for August totaled \$5,414,686, a decrease of \$85,084 from the same month last year, the Bureau of Internal Revenue reported recently.

Collections of these taxes on electric, gas, and oil appliances were only \$4,487,106, little more than half as much as the \$8,567,849 collected in August, 1948.



Ranco Inc.
COLUMBUS 1, OHIO



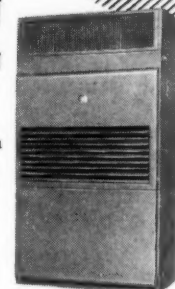
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And look for the new Ranco exact replacements which have been added to the wholesaler line—the most complete line of Replacement Controls ever supplied to the trade.

Refrigeration Problems

and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Defrost Timers

The subject of defrosting is such a big one that to investigate and study all the various methods of defrosting would require several thousand words. There is hot-gas defrosting, electric defrosting, water defrosting, and variations of each of these, including the method of storing up the heat of the hot-gas from the compressor so that it can be used for defrosting the evaporator.

EARLY BRINE TANK EVAPORATORS

Back in the early days of household refrigeration, when brine-tank type evaporators were more common than direct-expansion coils, and in fact were the rule, defrosting was more of a problem than it is now. The normal running cycle was from three quarters of an hour to an hour and a half, and the off-cycle was from two to four hours.

The average temperature of the brine tank was about 26° or 28°, and it did not vary more than a couple of degrees, up or down, from its average temperature. That is a much higher average temperature than today's direct-expansion evaporators; and ice cube freezing was a matter of several hours, instead of the half hour or so that is today's normal.

But this comparatively high evaporator temperature tended to slow up the accumulation of frost on the evaporator, so that it was not unusual for the evaporator to go for a month or more without requiring defrosting.

But when it did have to be de-

frosted, it took several hours for the brine to warm up to 32° in order to accomplish defrosting. It was customary to turn the unit off all night and even after that long a defrost, it was usually necessary to remove the sheets of ice loosened from the tank.

So defrosting the brine-tank type evaporator was almost a major operation. That, coupled with its slow ice-cube freezing, and its relatively high cost, caused the brine tank to be abandoned in favor of the direct-expansion coil which gave quicker response, could be more easily carried at a lower temperature so as to give faster ice-cube freezing, cost a good deal less, and could be more easily and more quickly defrosted.

Moreover, for the same refrigerator temperature, the suction pressure was higher and the capacity and efficiency of the machine somewhat higher; consequently, there was some reduction in cost of operation.

With a direct-expansion evaporator the housewife could not only freeze ice cubes in about a third or fourth of the time required with the brine tank, but also she could defrost the evaporator in a couple of hours. She found this easier than the all-night defrost.

THERMOSTAT WITH DEFROST SETTING

Soon the control manufacturers came out with a temperature control with a "Defrost" setting, which was a temperature setting of a little above 32°. When the evaporator began to need defrosting, the housewife merely set the control pointer to "Defrost" and the average evaporator temperature soon rose to 33° or 34° where it was held by the temperature control. The machine continued to operate some, but for a much lower percentage of the time—just enough to keep the evaporator at a little above freezing.

At that temperature, the frost gradually melted off but the temperature of the air in the refrigerator was kept only a little above normal. The evaporator did not defrost as fast as if the machine was turned entirely off, but neither did the refrigerator air get as warm. So this was quite an improvement.

But it still called for the housewife to remember to set the thermostat to defrost, to watch to see when defrosting was completed, and then to set the thermostat back to its normal setting. This was not a very onerous task, but it called for her remembering to do these things. She had become used to having so many things done for her automatically, without her having to think about them or having to do anything, that she welcomed a device that would take the defrosting chore completely off her hands and do it automatically, without her having to remember to do it and without any effort on her part.

THE ELECTRIC CLOCK TIMER

In the intervening years, a low-priced but very serviceable synchronous electric motor had been developed, and first applied to making an electric clock that was amazingly accurate, was silent, was highly dependable and long-lived, and used so little current that it did not even register on some of the electric meters of that period.

Before long, someone took this little synchronous motor and built it and a small electric switch into the same case, and so arranged the mechanism that at a certain time each day, the motor turned the switch off; and then after a fixed period, turned it back on again. And thus the "Defrost Timer" came into being.

It answered the housewife's defrosting need, and it did more. It defrosted the refrigerator by turning it off every night about 1 or 2 o'clock and left it off for two or three hours according to how it was set. It, therefore, defrosted the refrigerator every night instead of every week or 10 days as was previously the custom. No longer did the housewife have to worry about defrosting her refrigerator. It was done for her automatically without any effort on her part and without her having to even remember to do it.

But it did more. By defrosting every night, it kept to the minimum the amount of frost on the evaporator. Even under heavy usage, very little frost or ice builds up on the evaporator in 24 hours.

ALWAYS DEFROSTED JUST A FEW HOURS BEFORE

So as a result, the evaporator is always almost free of frost; there is just a thin covering of frost on the evaporator and this thin skin affords very little barrier to the flow of heat from the air in the refrigerator to the cold evaporator.

The evaporator therefore operates at full efficiency; likewise the machine, for it runs at the highest suction temperature and pressure, for the evaporator is not insulated by a blanket of frost and ice.

Thus the Defrost Timer was not only a convenience, but it also kept the refrigerator a little colder. Moreover, it saved some current, for it enabled the machine to operate at maximum suction pressure and with maximum capacity and efficiency.

Thus the Defrost Timer proved to be a convenience that did a better job and did it at less cost.

DEFROST TIMER NOT NEW

It made its first appearance as an accessory in the early thirties—at least 15 years ago, but it did not sell in sufficient quantities to support its manufacture. Maybe it was a bit ahead of its day; maybe it was not pushed, not aggressively merchandised.

Finally before World War II, one of the major manufacturers of electric refrigerators equipped its refrigerator with the Defrost Timer or Clock Defroster as it is sometimes called, as standard. Now there are several Defrost Timers obtainable as accessories that may be applied to any electric refrigerator.

One of the manufacturers of defrost timers, states that its dealers sell an average of three defrosters for every five electric refrigerators that they sell that were not originally equipped with a defrost timer as standard.

OPPORTUNITIES FOR ITS SALE

There are literally millions of electric refrigerators in use today that are not equipped with clock defrosters, that should be equipped with them. It offers a splendid opportunity to door-to-door specialty salesmen (if there are any these days), but it also offers a special opportunity to installation and service engineers to sell a defrost timer while they are fixing a leak, repairing a motor or compressor or exchanging a thermostat.

Nor is its use confined to household refrigerators. There are many commercial installations of gravity coils in cases, coolers, or reach-ins that

could be automatically defrosted every night to good advantage. When they were originally installed, perhaps the coil was a bit undersize, so that in order to get a clean defrost between cycles on a self-defrosting cycle, the differential has to be so wide that temperatures fluctuate widely.

A defrost timer that cuts the machine off for a couple of hours every morning from 2 to 4 a.m., will allow the differential to be reduced, and the refrigerator temperature held more nearly constant. During the day, the frost might build up a bit, but it will be taken off on the 2 to 4 o'clock defrost, or whatever other length of time might be found necessary.

EARLY MORNING CUT-OUT REMOVES ACCUMULATION

There are many installations that, though nominally self-defrosting, have to be hand-defrosted every week or so to remove the gradual accumulation of frost. The defrost timer would relieve the owner of this task and at the same time, give him a better job.

The service engineer with some imagination can think of several installations with which he is familiar, where a defrost timer would be a great help. Now, when service has begun to fall off a bit, he can pick up a few extra dollars by installing timers.

There are several dependable yet inexpensive timers on the market and they are available in a number of styles, some of which may be set for several off and on periods, and are therefore suitable for several uses.

THEIR USE ALMOST UNLIMITED

The use of the timer switch is not confined to refrigeration. It can do dozens of jobs cheaply, and it doesn't have to depend on memory. They are being used to turn signs off and on; they start radios to wake you to music, and stop them after you have fallen asleep. They turn the housewife's stove or roaster on and off while she is away from time. They cycle coal stokers to keep a minimum fire during mild weather.

In conjunction with a wire or tape recorder and radio, they can start the radio and recorder, record your favorite program in your absence, turn it off when it is over, and hold it until you want to hear it.

There are literally thousands of uses for these little electric servants with the prodigious memories. Every one of us has one, two, or three jobs waiting for them to do.

Auto-Lite Folder Lists Line of Thermometers

TOLEDO—A four-page descriptive bulletin on the range of industrial thermometers now available from the instrument and gauge division, Electric Auto-Lite Co. here, has been recently published by the company.

The bulletin, which includes domestic and commercial refrigeration thermometers for frozen food and fresh food dispensing cabinets, features a wide number of optional mountings that may be obtained with each style of instrument.

By referring to the diagrams, the industrial user of thermometers is able to choose the best installation type for his particular needs and get custom designed installations with stock models available for immediate delivery.

Silver Phostube Brazing Rod Designed for Low Temperature Application

WHITE PLAINS, N. Y.—An addition to the recently-introduced line of packaged brazing alloys for the service trade has been announced by Bent Laune, president of All-State Welding Alloys Co., Inc., here.

The addition is "Silver Phostube"—four ounces of silver-bearing, phosphor-copper brazing rod, packaged in a dual-purpose tube of transparent, semi-rigid, shatterproof plastic.

Silver Phostube is for low-temperature application with the air-acetylene or oxy-acetylene flame. Its deposit has corrosion-resistance comparable to pure copper and joints made with it show no weakness even where subjected to dampness and galvanic actions as in radiant heating coils in cement floors, according to the company.

Silver Phostube also is said to have high electrical conductivity, being used in the fabrication of electric wiring and busbars, as well as circuit breakers.

"In the refrigeration and air conditioning industries, it is replacing silver solder in many applications, particularly wherever ductility is required, as in joints subjected to the constant vibrations of refrigerating compressors," the company further stated.

Reportedly cheaper than silver solder, the alloy is claimed to melt at 1,270° F. and to have a tensile strength (as welded) of 50,000 p.s.i.

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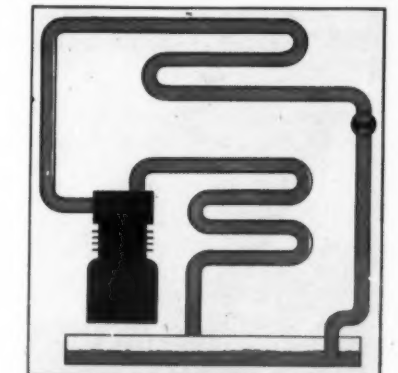
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You get action with Thawzone. It's quick to "install". Just pour it in. Then start the compressor and Thawzone will travel about 300 feet per minute to every part of the unit. This enables it to get into action quickly. Also, you save time you used to spend figuring out sizes and going on rush trips for parts. You clear up the trouble sooner and finish more jobs per day.

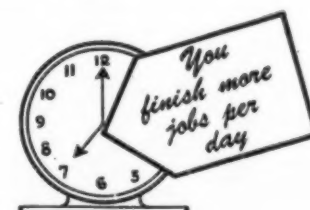
Finds Moisture That's Beyond Reach of Other Methods

Thawzone travels to the moisture . . . and reaches all of it. Thawzone reaches the expansion valve, the receiver, the tubing walls, highside and low-side. Only this liquid method can do that. And the moisture is gone for good—can't "break loose" later.



Reaches The Entire Unit

Use Thawzone in "Freons", methyl chloride, "Carrene" or isobutane. Use 1 teaspoonful (1/2 oz.) per pound of refrigerant. Use half as much in hermetic units. Highside Chemicals Co., Colfax Avenue, Clifton, N. J.



THAWZONE
LIQUID DEHYDRANT...
reaches all the moisture



OFF THE CHEST

CANADIAN READER FINDS IT TOO HARD TO BUY U. S.

Vallee Refrigeration Service
Ingersoll, Ont., Can.

Editor:

We have finally built up enough courage to regretfully ask you to strike our name off your mailing list for AIR CONDITIONING & REFRIGERATION NEWS.

I really mean regretfully, too, because all your good publication can do for us Canadians is to make us more envious and jealous.

There are no Canadian advertisers, and it is heartbreaking to read about, and look at, smart goods which we cannot buy. Our own shop yearly quota of American imports can be used up in one or two small orders. The other 50 weeks, we must buy home manufactured goods at almost double the price, and like it. If I spend \$1.00 for U. S. goods, by the time all the PLUS charges are attached, such as express and express collection charges (now increased), foreign exchange 11%—customs duty 25%—sales tax 8%—(all compounded) I have spent well over \$1.60 to get my dollar's worth of goods.

Frankly, there is no encouragement to buy U. S. goods. And to make the pill taste even worse, our Government smiles and says "That's just the idea. We want you to buy in Canada."

Two weeks ago, I left a partially read copy of the NEWS on my desk. When I came in from a call, a grocer 10 miles south of here had already chosen a 10 ft. Jordan meat counter, and the friend with him wanted a 16-cu. ft. farm freezer.

When I explained to them that I had no more quota till next year, and that the price would be about 45% more, even if I could import, I just got a big OOh, no sale.

Why in Hell don't they take the fence down between U. S. A. and Canada? My own humble opinion is that with free trade, the customs duty income would be offset 10 times over, and Canada would begin to wake up. For instance: We are offered "Made in England" refrigeration units. 10% import duty. Now, who wants to attempt to sell English machinery in the first place? And then a dubious and far away supply of repair parts. This: coupled with bastard threads and outmoded measurements, makes it impossible. God Save the King, but I still think they are trying to sell us Tecumseh units, made right in Michigan. See what I mean?

I hope this grouchy letter does not appear to be bitter. I am not a disloyal Canadian, or a Communist. Just a poor Bugger with a legitimate squawk. I will appreciate a couple more issues of the NEWS dangled before me, before we hibernate for the winter. Please bill me. And for gosh sake mention Canada in one of your issues. We are not entirely dead: We just seem to be so.

JOS. H. VALLEE

P. S. They say we have more basic metals underground, and more timber above ground, than you have!

Then, why in Hell is the "Home Manufactured" article so much more expensive when the labor rate here is about 60% of yours?

Oh well, I can get cheaper turnips and onions than you can, but I don't like turnips.

J. H. V.

MISPLACED DECIMAL CAN SET OFF CHAIN REACTION

30 Broad St.
New York City

Editor:

So the Russians have found out how to make an atomic explosion! Perhaps, even how to make atomic bombs. Perhaps, even how to make a lot of atomic bombs.

However, I don't think we need have any cause to worry, yet. Because big wars only start when one nation or group of nations thinks they have such a great advantage in arms or position for attack that it looks to them as if they are going to win in a walk. History shows us numerous examples, such as that of the Great Armada of Spanish fame which was sent against England when England was supposed to be without adequate naval defense forces.

Or more recently, when Hitler's forces invaded Poland, France and almost all the rest of Europe because the Nazis thought the mechanization of the war machine gave them the jump on the French static defense in the Maginot line.

Now, if the Russians have an atom bomb or a stock-pile of them, it is not likely that they will use them yet because of the surety of getting atom-bombed right back again. The danger will come when they think they have (a) such superiority in means of delivering the bombs just where they think the most damage could be done, or (b) adequate defense against the effect of atom bombing, or (c) means to prevent their territory being bombed.

No one knows how soon the Russians may think that they have one or more of those three requisites in the bag, and after the World's greatest intelligence (?) services had guessed wrong by three to eight years about the Russian atomic explosion, your guess or mine as to the date is just about good enough. The certainty is that as soon as the Russians do think that they have an

advantage in delivering the bombs or in defending themselves against counter-measures there is going to be War.

Unless the human race has sense enough to make a last-minute adjustment in their entire way of thinking which would practically require all such things as sovereignty, nationality, national pride, history (especially as learned in schools) to be washed out and a World Federal Government to be set up, which would be supreme in arms, control of Atomic energy, etc., War is inevitable because two such systems as Democracy and Communism cannot, and never have been able to live in the world side by side.

Practically every important war in history has been fought between two Systems, and the fighting has gone on, continuously or intermittently, until one side or the other has ceased to be able to use armed force. Witness the wars between Catholics and Protestants, between Republicans and Monarchies, between Imperialist Germany and Imperialist England, between Nazi Germany and the Democracies. War between Communists and Democracies is equally inevitable unless we all get together and decide that the world is big enough for all of us to live, work, trade, and enjoy ourselves in peace, and that peace can only be won by sinking every difference which exists and adopting, sincerely, a policy of "live and let live" or, if you prefer, the Golden Rule.

And that is going to be damned hard to do.

However, the alternative is so horrible to contemplate that the sooner concrete and rapid steps are taken to reach an agreement with Russia and the rest of the world on this Federation matter the sooner we shall be able to sleep peacefully again at night.

Furthermore, there is another aspect of this Atom business which seems to have escaped general notice, or whenever it has been brought up the scientists have assured us that "It couldn't happen here." I refer, of course, to the possibility of an accidental chain reaction taking place other than in a relatively small quantity of the special materials supposedly required for such explosions. (People still break their necks falling off "safety" bicycles, boilers with "safety" valves still explode with disastrous effects).

I can see no reason why some scientist, urged on by his Nationalistically fanatical masters will not someday let a decimal point slip in one of his calculations, or stick a detonator where it should not go and start a chain reaction which will never stop. If that happens the enclosed poem will probably cover the case, excepting there will be no one around to read it.

H. WARD

Four hundred million years ago,
this World of ours
Blew up in flame,
Then cooled, solidified, became
A ball of rock, treeless and bare,
Needing water to make life stir.
Came the Deluge to form the rivers,
Lakes and seas.
Bright sunlight made the grass and trees,
But I was there, without fraternity,
A lonely symbol of Eternity.

From the Day of the Flame I had waited,
A Soul Condemned,
To swell in this World till Infinity's end.

But one day I found a body to use,
That of a reptile which came from the ooze.

I saw it wriggle, and move its legs,
and crawl
From the mud.

I entered its body, and it was good
To use for a moment in endless time,
While seeking a mate to start the climb.

The climb of Nature from amoeba to reptile,
Fish and bird,
As higher orders or things occurred,

Through aeons and aeons, minutest changes,
Of creatures adapted to ambient's ranges.

I inhabited them all in the upward progress
To Man's Creation.

Came ape-man, cave-man, clan and nation,
Men of all the tribes and races,
Using their power to hold their places.

They invented Sovereignty; armies and fleets
To defend it.

With Man's Brotherhood of Man suspended,
They called their scientist, men of vision,

To make bombs based on nuclear fission.

At first Uranium was the only substance

To explode,
But new discoveries will show the road,

To use other elements which abound
In water, air, or in the ground.

Then chain reaction, uncontrolled Energy freed,
Will blast this planet, with lightning speed,

To flaming gas, incandescent rain,
As the Day of the Flame occurs again.

—H. WARD

WE MUST NOT ASK GOV'T TO DO THE JOB FOR US

Joseph Simons Co.
P.O. Box 357
Hartford, Conn.

Editor:

When I read in the July 25 issue of AIR CONDITIONING & REFRIGERATION NEWS that the National Electric Wholesalers Association was recommending to the Department of Commerce a series of operations they thought the Department should handle, I just couldn't help but feel that the Association would be doing itself a lot more harm by having so many costs through taxation, because of asking the Department to do such a tremendous job, but I put the article to one side, figuring that I might be very wrong about this matter and thought I might change my mind about it after I gave it more thought.

The more I think about it, the more I feel that I am justified in feeling that we are all asking the Government to do too much for us today and as a result, we are supporting a tremendous Bureaucracy in Washington.

Your paper has continually hammered away at overgrown Bureaucracy in Washington. I would strongly recommend that you continue hammering away at this idea. Let's not ask the Government to do a lot of things that we can do ourselves. Certainly we can do it an awful lot cheaper!

J. SIMONS

'BLAIR HOUSE' MYSTERY WOULD MAKE GOOD MOVIE

Felt & Tarrant Mfg. Co.
1735 N. Paulina St.
Chicago

Editor:

I can't remember when I have read a more thrilling story than "The Mysteries of Blair House." I simply couldn't lay it down! The plot is original, the book is well written, and beautifully printed and illustrated.

If the Hollywood producers are on their toes, they'll snap up the movie rights—perhaps they have already done so. If properly cast and directed, it should be a real box office hit.

Is this your first attempt in the field of fiction? If not, I wish you would send me a list of your other books.

R. F. DRAKE
Advertising Manager

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by Roy Eastman

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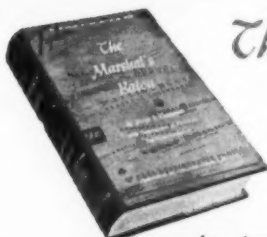
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by George F. Taubeneck

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327,429 Refrigerators Sold in July

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Complete Refrigerators Only
Sales by Sizes—Units

JULY (12 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.	341	341
2. 4 cu. ft.	1,317	406	1,723
3. 5 cu. ft.
4. 6 cu. ft.	56,033	4,355	60,388
5. 7 cu. ft.	85,942	1,781	87,723
6. 8 cu. ft.	104,637	3,232	107,869
7. 9 and 10 cu. ft.	59,234	2	1,994	61,230
8. 11 and 12 cu. ft.	7,940	215	8,155
9. 13 cu. ft. and up
10. Total	315,444	2	11,983	327,429

FIRST SEVEN MONTHS (12-13 Companies)

Sizes	Domestic (48 States and D. C.)	Canadian	Other Foreign	Total
1. Less than 4 cu. ft.	1,335	1,335
2. 4 cu. ft.	14,609	1,370	15,979
3. 5 cu. ft.
4. 6 cu. ft.	290,325	23,416	313,741
5. 7 cu. ft.	499,013	1	18,326	517,340
6. 8 cu. ft.	788,993	4	26,596	815,593
7. 9 and 10 cu. ft.	646,087	2	15,927	662,016
8. 11 and 12 cu. ft.	113,862	3,061	116,923
9. 13 cu. ft. and up	35	1	36
10. Total	2,354,259	7	88,697	2,442,963

Participating companies: Admiral Corp.; Avco Mfg. Corp.; The Coolerator Co.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint, Inc.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; Norge Div., Borg-Warner Corp.; Sanitary Refrigerator Co.; Westinghouse Electric Corp.; Stoddard Mfg. Co. (out 5-1-49).

NEMA July Sales--

(Concluded from Page 1, Column 5)

Although July sales were somewhat below those of last year, more units have been sold in the seven months this year than last. For the first seven months of 1948, only 2,387,493 units had been moved.

Only 11,985 units of the July total were sold outside the United States, a 17% drop in export sales from June.

In the various size categories, much of the gain over June was scored in the 6 to 8-cu. ft. sizes.

FFLI-NFLA Reconciliation Hopes Dim--

(Concluded from Page 1, Column 2)

give them equal representation on the board of directors.

Charges of "deliberate misrepresentation" and "lying" were openly made against "certain individuals" in the locker operators group during the open session at the FFLI convention when details of the events leading up to FFLI's decision to stage its own show were recounted.

The details, incidentally, did not jibe with the story officially given at the recent convention of the operators association.

But the fundamental differences between the two groups are more basic than a mere squabble over convention dates and show arrangements, it was indicated.

FFLI officials charge that the locker operators group is primarily interested in discouraging the construction of more locker plants because that "would mean more competition."

And as Ray Farquhar, executive director of FFLI, expressed it, "I've never been able to understand why a locker plant operator thinks a contractor or manufacturer is committing a crime by trying to sell things."

(Farquhar announced that his resignation as executive director of the FFLI, which had been submitted to the directors last January, would become effective at the end of this meeting.)

For the first time since its inception, the FFLI will be headed by a locker operator during the coming year. S. A. Scobell of DeWitt, N. Y., was elected president. Other officers chosen were E. E. Jackson, vice president, and Ray Farquhar, treasurer.

Selection of a new executive secretary to succeed Farquhar will probably be announced in two or three weeks, it was indicated.

While it was generally admitted by all in attendance that the locker industry is suffering because of these differences, the people who are really in the middle are the manufacturers and suppliers catering to the locker trade and exhibiting at the shows.

Most of them declared that they can't afford to exhibit in two shows, and that the industry can't support two competing shows.

One locker operator expressed his views, however, that "I'd like to see the two groups get together, but not too soon. I think it will be good for us operators to have two groups competing for our interest. After all, the only people who'll suffer will be the exhibitors!"

As it was, there were nearly 40 exhibitors at the FFLI exposition. Exhibits of refrigeration equipment were staged by the Amana Society; Baker Refrigeration Corp.; Carrier Corp.; Crosley Div. of Avco Mfg. Corp.; Dole Refrigerating Co.; Frick Corp.; Frigidaire Div. of General Motors; Iceberg Lockers, Inc.; McQuay, Inc.; and Philco Corp.

Lonergan Mfg. Purchase--

(Concluded from Page 1, Column 4)

ducing the kind of refrigerator cabinets that make up the Frigid-Freezer line, it means that there will be no "idle time" for production tools. Also, it will not be necessary to move any large equipment from the Refrigeration Corp. plant at Perth Amboy, N. J. Certain tools and dies are being moved, but no big machinery.

Lonergan states that it is anticipated that production on the Frigid-Freezer line will begin in the Lonergan plant late this fall. This line will not be manufactured simultaneously with that of the heating appliance division, he said.

He added that probably heaters and furnaces will be produced about six months a year and the freezers in the remaining six months. The vast warehousing space the Albion industry now has available makes possible storage of finished products in off-sales seasons.

A report of the sale in the local Albion press declared that "The Refrigeration Corp. has made home freezer units and it is the Lonergan Mfg. Co.'s plan to add these popular items to the line once the commercial product output is well under way."

Coming with Legg to Albion are some 12 executives, engineers, and factory technicians. Legg, who will direct sales on the Frigid-Freezer line, has more than 20 years experience in the refrigeration industry.

Trio Directs Deepfreeze Sales Strategy

B. G. SANDERSON
Mgr. Refrigerator SalesG. F. WEISENBACH
General Sales Mgr.R. V. NEWBELL
Mgr. Home Freezer Sales

Crosley Giveaway--

(Concluded from Page 1, Column 5)

after we first told our dealers about it, 5,000 from coast to coast advised us that they wanted to participate. That total is being increased daily.

"In our advertising and promotion campaign to back up this program, we have been conservative in labeling it 'Crosley's Million Dollar Giveaway.' With as many as 6,500 dealers participating, the total awards will go over \$2,000,000. From the enthusiastic response to date, we feel certain we will go over our goal."

Crosley stressed that the contest "is not simply a stunt—it is a business promotion designed to further increase Crosley's competitive advantages in the ever-broadening market for home appliances."

Dramatically illustrating the size of the giveaway, the company displayed \$2,000,000 in one dollar bills to the assembled press representatives. The money, weighing more than two tons, was brought into the grand ballroom, where the event was held, by 32 armed guards and attendants, and was placed in a giant 14-ft. tall model Shelvador refrigerator having a storage capacity of more than 100 cu. ft.

Approximately \$1,950,000 of the prize awards will be awarded to the winners of local contests throughout the country in the form of Crosley's new 1950 custom model 9-cu. ft. Shelvador refrigerators, now coming off the production lines. Every participating dealer will have a winner.

Grand prize winners nationally will share 125 cash and merchandise awards. For the national winner, there will be \$10,000 in cash and a complete Crosley electric kitchen having a retail value of \$1,520; second prize, \$5,000 in cash and complete kitchen; third prize, \$2,500 in cash and complete kitchen; fourth prize, \$1,500 in cash and the kitchen; fifth prize, \$1,000 in cash and the kitchen.

The next 20 prize winners will receive complete electric kitchens, and an additional 100 winners in the national contest will receive new 1950 custom model refrigerators.

The complete all-Crosley kitchens which will be awarded include a 9-cu. ft. custom Shelvador refrigerator, electric range, 3.2-cu. ft. kitchen freezer, 40-gal. table-top style electric water heater, 48-in. cabinet sink with automatic disposer, steel base and wall cabinets, and \$300 in cash toward installation of the kitchen in the winner's home.

Each participating Crosley dealer will announce the names of three prominent citizens of his community to serve as judges for his local contest. In metropolitan areas where there are numerous dealers, each will have a board of judges, and the activities of all participating dealers will be coordinated by the Crosley distributor in that area.

Deepfreeze Sales Changes--

(Concluded from Page 1, Column 3)

Newbell was formerly Deepfreeze advertising and sales promotion manager, a position he had held for four years.

Sanderson had previously served as western regional sales manager and as manager of field sales. The Deepfreeze refrigerator line will be introduced for the 1950 season, Smith declared.

Philco Freezer Drive--

(Concluded from Page 1, Column 4)

acceptance of frosted foods and the various uses of a freezer for the home. One of the major objectives of the campaign is to point up how the storage facilities of a home freezer enables the consumer to realize substantial savings on quantity purchases of Birds Eye Frosted Foods, along with the other added conveniences of a fully stocked "frosted food pantry."

Extensive newspaper, radio, television, and point of sale advertising campaigns will be used throughout the 60-day promotion.

ECA Financing List--

(Concluded from Page 1, Column 5)

equipment are eligible for financing.

ECA said release of the list confirms and formalizes its practice of refusing to finance the purchase of certain categories of goods under the European recovery program. The list is intended to guide and assist the countries participating in the Marshall Plan in preparing their requests for ECA financing.

Frozen Food Sales Jump 30%, Some Shortages Seen

NEW YORK CITY—An unexpected 30% increase in the sales of frozen foods during September was noted by distributors and producers recently.

Distributors are now purchasing more heavily than they originally intended to and producers fear that this may cause some shortages later on in the season.

Strawberries were cited as a crop in considerable demand but which has just experienced a poor growing season and small yield. Other items expected to be short are spinach and string beans.

Distributors are also finding a growing demand for institutional size packages of frozen foods, it was reported.

Big PRICE CUT
LIST REDUCED 1/3On
JEWETT
FREEZER
SENTRY

From \$14.95 to \$9.95.
Now every serviceman
should sell one on
every Home Freezer

call. It's a "push over" sale where valuable foods have been threatened by a breakdown.
Every home freezer owner needs this warning device of mechanical failure. You know the owners. They need the Sentry.

Self-contained...no thermostat...battery operated with 5 year battery life...100 hour buzzer operation...extra profit margin...write for complete story.

JEWETT ASSOCIATES

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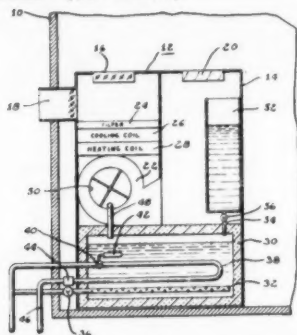
write for Catalog AC173
KRAMER TRENTON CO., Trenton 5, N. J.

PATENTS

Week of May 31

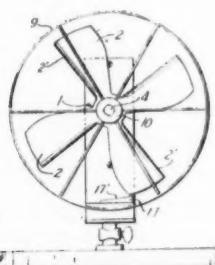
(Continued)

2,472,011. AIR TREATING APPARATUS. Charles D. Graham, Oakwood, Ohio, assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application June 8, 1946, Serial No. 675,363. 8 Claims. (Cl. 21-74.)



1. In an air conditioning system, the combination of a tank adapted to contain a germicidal solution, a steam pipe disposed within said tank below the liquid level therein for supplying heat to said solution, at least a portion of said pipe having perforations for allowing steam to escape from said pipe into said liquid solution so as to cause vaporization of said solution, and means for directing the resulting vapor into a space to be conditioned.

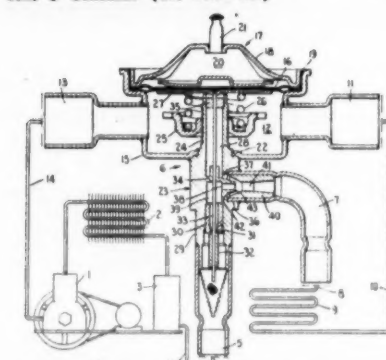
2,472,039. ELECTRIC FAN. Erhard Zacharias, New York, N. Y. Application Dec. 9, 1946, Serial No. 715,090. 5 Claims. (Cl. 230-250.)



1. An electro-magnetic fan comprising a salient pole magnetic stator provided with an energizing winding; a magnetic rotor for cooperating with the stator, said rotor consisting of a revolving armature comprising a revolving shaft provided with fan blades as rotor poles, said blades made of a material that is attracted by the magnetic forces generated in said stator; a make-and-break device connected in series relation with said energizing winding of the stator; means operated by rotation of said rotor for energizing and de-energizing said stator and thereby opening and closing said make-and-break device; and detent means likewise operated by rotation of the rotor for automatically positioning the rotor in an unbalanced magnetic relation to the stator as the circuit is broken and the rotor is brought to a standstill, whereby the fan becomes self-starting if switched on again.

Weeks of June 7 & 14

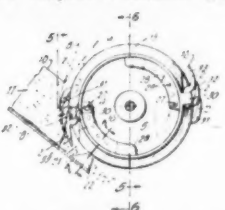
2,472,149. THERMOSTATIC EXPANSION VALVE. Ernest J. Dillman, Detroit, Mich., assignor to Detroit Lubricator Co., Detroit, Mich., a corporation of Michigan. Application Feb. 18, 1946, Serial No. 648,462. 3 Claims. (Cl. 236-92.)



1. A thermostatic expansion valve, comprising a casing having a suction line passageway therethrough and having a second passageway intersecting said suction line passageway, said second passageway

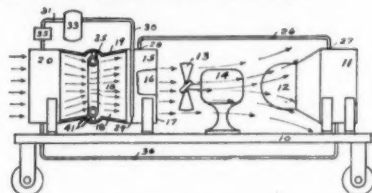
having an inlet and a valve port and having a partition therein with a guideway therethrough on the outlet side of said valve port, said casing having an outlet passageway with passageways leading thereto from said second passageway on the opposite sides of said partition, a valve member cooperable with said valve port, valve operating means responsive to changes of temperature and pressure in said suction line passageway, and a valve operating rod reciprocally fitting said guideway and said second passageway between said partition and said suction line passageway and operatively connecting said operating means and said valve member.

2,472,188. ICE BREAKER. Azzel Clark Bennett, Hudson, N. Y., and Walter G. Engler, Chicago, Ill., assignors to Gifford-Wood Co., Hudson, N. Y., a corporation of New York. Application Feb. 7, 1946, Serial No. 646,018. 2 Claims. (Cl. 241-243.)



1. An ice breaker comprising the combination with a rotatable cylindrical drum, of means downwardly inclined towards said drum adapted to support a block of ice thereon so that it will slide freely towards said drum; said drum having a plurality of axially-spaced, outwardly-projecting, annular ribs thereon interrupted in two diametrically opposite zones of said drum, but being otherwise continuous, adapted to limit the approach of said block of ice towards said drum and providing continuously open space between said ribs for the free passage of ice particles therethrough; a plurality of ice picks disposed in two diametrically opposed groups, means detachably securing said picks to said drum in the interrupted zones of said ribs; whereby, when said breaker is in operation, said block of ice may slide into contact with the ribs on said drum in the intervals between the contact therewith of said groups of picks and thus initially present to each group a body of ice of substantial thickness to prevent gnawing away of the ice in comparatively small bits; and a toothed comb positioned below the zones of contact of said picks with said block of ice and having the toothed edge thereof disposed in radially closely spaced relation to the ribs on said drum; whereby to provide continuously open spaces adjacent said comb, partially defined by said ribs and partially defined by the teeth of said comb, for the free passage of ice particles of substantial size therethrough and for limiting the maximum size of said particles.

2,472,243. AIR CONDITIONING APPARATUS INCLUDING A STERILIZING MEANS. Lloyd M. Berryman, Baltimore, Md. Application Sept. 10, 1946, Serial No. 695,979. 4 Claims. (Cl. 62-129.)

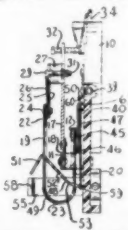


1. An air conditioning unit comprising in combination a compressor, a condenser coupled to said compressor, an expansion valve, a liquid receiver connected to one side of said expansion valve, a dehydrator coupled to the other side of said expansion valve, a housing having its transverse center portion restricted into a conical form for enclosing the space between the condenser and dehydrator for leading the dehydrated air from the dehydrator to the condenser where the temperature of the dehydrated air is increased by the heat of said condenser, and a coolant compressed in said compressor and flowing primarily through said condenser to heat same and have its heat extracted by said cooled air flowing therethrough, said coolant being conducted from said condenser to said liquid receiver, then to the expansion valve where the coolant is expanded and passed through the dehydrator to absorb the heat and moisture from the incoming moist laden air.

2,472,638. THERMOSTATIC CONTROL DEVICE. Everett H. White, St. Paul, Minn. Application March 29, 1946, Serial No. 658,025. 6 Claims. (Cl. 177-311.)

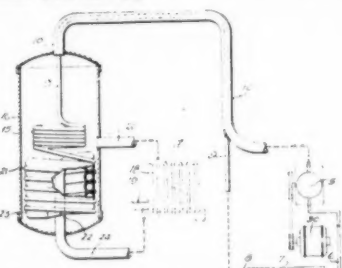
1. In a thermostatic control device, an insulating base, a bimetallic strip of helical configuration supported on said insulating base, and indicating element, an actuator between said bimetallic strip and indicating element for causing the indicating element to be situated in one

position when said bimetallic strip is energized and in a different position when the bimetallic strip is deenergized, a heat absorbing piece of conducting material



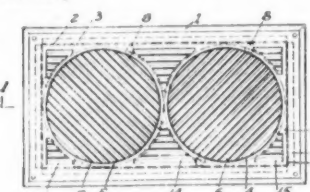
contiguous with said bimetallic strip, a bimetallic blade supported upon said insulating base in heat exchange relation to said heat absorbing piece, said bimetallic strip, heat absorbing piece and bimetallic blade being conductively connected to each other, and a conducting element for selective engagement with said bi-metallic blade.

2,472,729. REFRIGERATION SYSTEM. Philip A. Sidell, Galesburg, Ill., assignor to Outboard Marine & Mfg. Co., Galesburg, Ill., a corporation of Delaware. Application April 11, 1949, Serial No. 329,140. 13 Claims. (Cl. 62-8.)



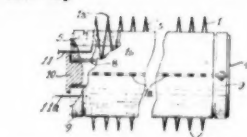
1. In a refrigerating system, the combination in series connection of a compressor, a condenser, a capillary tube, a heat exchange coil of larger cross section than the capillary tube and into which said capillary tube discharges, a continuous tube evaporator into which said heat exchange coil discharges, a separating chamber in communication with the evaporator outlet and having a portion for reception of liquid refrigerant enclosing said heat exchanging coil, and a return conduit leading from the upper portion of the separating chamber to the compressor.

2,472,748. AIR REGISTER. Otto A. Labus, La Crosse, Wis., assignor to The Trane Co., La Crosse, Wis. Application March 8, 1946, Serial No. 652,862. 2 Claims. (Cl. 98-40.)



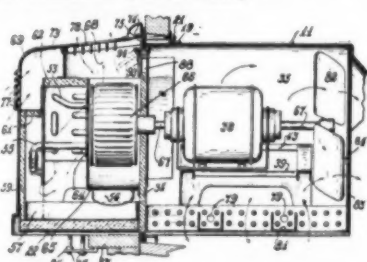
1. An air register comprising a front plate, a rectangular flange fastened to said front plate, a plurality of substantially circular openings in said front plate within the boundary of said rectangular flange, a plurality of longitudinal parallel secondary openings in the portions of the front plate surrounding the circular openings within the boundary of said rectangular flange, a plurality of circular grilles having blades tilted from the normal, means on the front plate supporting said grilles in said substantially circular openings for rotation with respect to the front plate.

2,472,759. THERMOPILE FOR MEASURING AIR TEMPERATURES. August Raspet, Locust Valley, N. Y. Application May 3, 1945, Serial No. 591,721. 1 Claim. (Cl. 136-4.)



A free-air thermometer adapted to measure the temperature of an air stream, comprising, in combination, a cylindrical metal chamber adapted to hold a refrigerant, arcuate sections of a metal of high specific heat mounted on the surface of said chamber so as to substantially surround the chamber, corresponding arcuate sections of an insulating material mounted on the outer surface of said arcuate sections of metal, a plurality of multi-junction thermopiles corresponding in number to the arcuate sections of metal of high specific heat, said thermopiles being positioned longitudinally of said refrigerating chamber and disposed between the arcuate sections with alternate junctions closely adjacent to but insulated from the said arcuate sections of metal and the other junctions extending outside said insulating material so that they will be exposed to an air stream the temperature of which is to be measured.

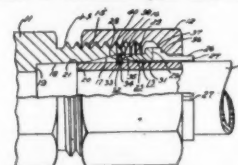
2,472,792. AIR CONDITIONING UNIT FOR MOUNTING IN WINDOWS. Irving H. Cohler, Chicago, Ill., assignor, by mesne assignments, to Mitchell Manufacturing Co., a corporation of Delaware. Application Sept. 17, 1945, Serial No. 616,844. 6 Claims. (Cl. 62-140.)



1. In a window mounted unit air conditioner, the combination of, a window mounting structure comprising a top wall, side walls, an end wall and an open bottom extending outwardly through the window opening and having guide rails at its bottom extending inwardly of said window opening, means for fastening the mounting structure to the window and to the window sill, and an air circulat-

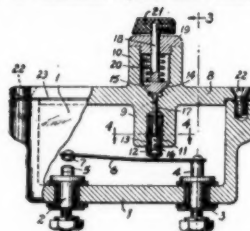
ing and cooling unit mounted in said mounting structure comprising an open frame-like base and a vertical partition mounted on said base, a condenser mounted on the open frame-like base on one side of the partition, said condenser and partition cooperating with said top, side and end walls of the mounting structure to form a machine compartment, a fan in said machine compartment to cause air to flow into the compartment over the condenser, a floor on said frame-like base on the other side of the partition, an evaporator supported above said floor, and walls arranged around said evaporator and cooperating with the floor and vertical partition to form an evaporator compartment, a shroud covering said walls, said shroud having air-flow openings communicating with the evaporator compartment, and selectively controlled openings in said vertical partition communicating with outside atmosphere to selectively control the intake and exhaust of air into and out of the evaporator compartment.

2,472,872. FLARELESS TUBE COUPLING. George V. Woodling, Cleveland, Ohio. Application June 20, 1947, Serial No. 755,833. 3 Claims. (Cl. 285-122.)



1. In a coupling device for a tube, first and second coupling members adapted to be connected together, said first coupling member having a passageway to receive the tube and an internal annular cam surface at the entrance of the passageway, said second coupling member having an internal annular clamping shoulder, a contractible sleeve of harder material than the tube and having a bore to receive the tube and comprising a continuous annular body having at its forward end an outer cam surface for camming into said annular cam surface of the first coupling member, said sleeve having at its forward end on its inner surface an internal substantially V-shaped rib with forward and rearward sides defining a cutting edge to bite into the tube and make a sealing engagement therewith, said sleeve on its inner face having a longitudinally recessed wall extending outwardly from the bore thereof and meeting with the rearward side of the rib to define a relief bore, said sleeve having an external shoulder adapted to be engaged by the clamping shoulder of the second coupling member, whereby when the coupling members are drawn together the outer cam surface at the forward end of the sleeve is cammed into the internal annular cam surface of the first coupling member for forcing the rib into the tube and contracting the recessed wall in substantial alignment with the said bore, said recessed wall on the inner face of the sleeve having a greater length than the rearward side of the rib and meeting with said rearward side of the rib to define a minimum sleeve wall section at a place substantially opposite where the outer cam surface of the sleeve engages the internal annular cam surface of the first coupling member, the wall thickness of the sleeve at said minimum section being sufficiently thin to allow the rib to be cammed inwardly and bite the tube and to permit the recessed wall to be contracted in substantial alignment with the bore.

2,473,081. THERMOSTATIC SWITCH AND SEALED ADJUSTING CONTROL. Victor G. Vaughan, Attleboro, Mass., assignor to Metals & Controls Corp., Attleboro, Mass., a corporation of Massachusetts. Application Feb. 8, 1946, Serial No. 646,383. 3 Claims. (Cl. 200-139.)

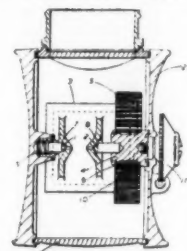


1. In a control for adjusting a member within a sealed casing, one of the walls of the casing being formed with aligned inner and outer bosses, a screw adjustably threaded in the inner end of the inner boss with its inner end engaging the member to be adjusted, an adjusting stem rotatory in said bosses having its inner end splined to the screw and extending out of the outer boss, an adjusting knob on the outer end of the stem, an outwardly facing valve seat surrounding the stem at the inner end of the outer boss, a valve member fixed on the stem engaging the valve seat, and a spring compressed between a cap on the outer end of the outer boss and the valve member for biasing the stem and valve member inwardly and holding the latter in gas-tight sealing engagement with the valve seat.

2,473,097. THERMOSTATICALLY-OPERATED REGULATING OR CONTROLLING APPARATUS. William Wilson Hamill, Little Aches, England. Application Jan. 31, 1946, Serial No. 644,549. In Great Britain Feb. 17, 1945. 6 Claims. (Cl. 236-93.)

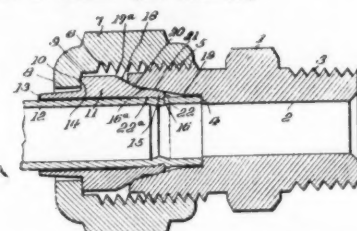
1. A control apparatus comprising, in combination, a body member having a bore therein, ports in said body member and opening into said bore, a spindle mounted in one side of said bore and pivotally supported by said body member, means for regulating the pivotal displacement of said spindle, spaced anti-friction bearing members supported by said body member and said spindle, said bearing members being in opposed relation and axially aligned relative to each other and to the pivotal axis of said spindle, a control member mounted in said bore and pivotally supported by said bearing members, said control member being mounted between said bearing members and having axially aligned, anti-friction bearing elements on opposite sides thereof for cooperating with said spaced bearing members, one of said bearing members being resiliently biased axially toward the other of said members to take up wear, said control member having a control portion substantially

in contact with the wall of said bore in the region of said ports and movable relative to said ports upon pivotal ac-



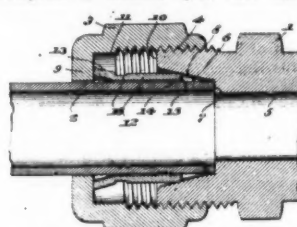
tion of said control member, and a thermostatic element within said bore and secured between said spindle and said control member to pivotally actuate the latter in accordance with temperature conditions within said bore in relation to the pivotal displacement of said spindle.

2,473,118. COUPLING FOR TUBES. John N. Wolfram, Cleveland, Ohio, assignor to The Parker Appliance Co., Cleveland, Ohio, a corporation of Ohio. Application June 30, 1944, Serial No. 542,856. 1 Claim. (Cl. 285-87.)



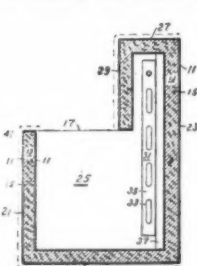
A coupling for tubes comprising a body member having a bore adapted to receive the end of a flareless tube, a nut having threaded engagement with said body member, a sleeve interposed between the nut and the body member, said body member being shaped within the bore to provide a camming surface having a gradual taper, said sleeve at the inner end thereof having a reduced portion of a substantially uniform diameter, which diameter is greater than the diameter of the inner end of the camming surface and less than the diameter of the outer end of the camming surface so that the inner end of the sleeve will be forced by the nut into engagement with the camming surface and will be contracted and caused to cut into the tube and grip the same, said sleeve having an outwardly abruptly tapering surface at the outer end of the reduced portion so that when the sleeve has been moved along the camming surface into firm gripping engagement with the tube, said abruptly tapered portion will contact with the body member at a point spaced outwardly from said reduced portion for limiting further endwise movement of the sleeve under normal wrench pressure.

2,473,119. COUPLING FOR FLARELESS TUBES. John N. Wolfram, Cleveland, Ohio, assignor to The Parker Appliance Co., Cleveland, Ohio, a corporation of Ohio. Application Nov. 13, 1944, Serial No. 563,172. 1 Claim. (Cl. 285-122.)



A coupling for flareless tubes comprising a body member and a nut having a threaded connection, said body member having a bore to receive the end of the tube with the wall of the bore tapering outwardly toward the open end thereof to form a camming surface, said nut having an inwardly projecting flange at its outer end which is spaced from said body member to provide a recess, a clamping sleeve disposed in said recess and extending into the bore and contacting with said camming surface, said clamping sleeve having near the outer end thereof an annular recess in its outer face, said sleeve being uniformly tapered from said recess outwardly with the end thereof abutting against the flange of the nut whereby pressure of the nut against the flared end will cause the sleeve to contract inwardly at the inner end of the tapered portion and at the outer portion of the recess for firmly contacting the tube for damping vibrations therein, the inner end of said sleeve when forced along the camming surface being contracted into tight gripping engagement with the tube for holding the same in the coupling.

2,473,122. OPEN-TOP REFRIGERATED DISPLAY CASE. Nicholas Aches, Detroit, Mich. Application Jan. 26, 1948, Serial No. 4,394. 1 Claim. (Cl. 62-89.6.)



Refrigeration apparatus comprising a front wall, a bottom wall, two end walls, a back wall, said walls being of a hollow thermal insulating construction and disposed enclosing an open top storage compartment of substantially rectangular cross-section, said back wall extending up substantially above the open top of said compartment, a finned tube cooling member disposed adjacent said back wall both in the storage compartment and thereabove, a thermal insulating hood enclosing a space around the cooling member on the front side of the upwardly extended portion of said back wall, said hood opening downwardly into said storage compartment, and said hood having a front wall disposed vertical and parallel to the back wall which is co-extensive with the back wall of said storage compartment.

(To Be Continued)

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Miller Is G-E's Erie Plant Works Mgr. as Emmet Resigns After 36 Years

ERIE, Pa.—H. L. R. Emmet, for the past 21 years works manager of the General Electric Co.'s Erie Works, retired Oct. 1 and was succeeded by Bertram Miller, assistant manager, the company announced here.

Henry V. Erben, G-E vice president and general manager of the apparatus department, noted that Emmet had requested retirement "after more than 36 years of loyal and valued service."

When he was appointed manager of the Erie Works on Jan. 1, 1929, Emmet held the distinction of being the youngest of the company's works managers. He was 39 at the time. He now is the "dean" of works managers in point of service.

Born in New Rochelle, N. Y., he obtained his early education in New England schools and in 1912 was graduated from Yale university. He joined General Electric the same year, specializing in production work.

Emmet was appointed production manager of the Schenectady Works in 1920 and served in that capacity until his appointment to the Erie post.

During Emmet's tenure, the Erie Works grew from a plant of 4,600 persons to a peak employment of 11,000 during World War II and a postwar peak of more than 18,000.

Miller has been closely associated with the retiring works manager for many years. A native of Ballinger, Tex., he attended Austin, Tex., high school and in 1925 was graduated from the University of Kansas with a degree in electrical engineering.

Upon graduation, he joined General Electric in Schenectady as a test engineer and in May, 1926, was transferred to the Erie Works. His assignments have kept him in Erie ever since.

He was assigned to the control engineering division in November, 1926, and in 1931 was appointed assistant superintendent of the control division.

He was named assistant supervisor of the central planning and wage payment division in May, 1935, and two months later became supervisor of the division.

In this capacity, he was appointed assistant to the works manager in 1942 and on Jan. 1, 1949, was named assistant works manager.

30th Anniversary Party

J. M. McGregor, Leading Frigidaire Distributor, Honored at Surprise Ceremony in Memphis

MEMPHIS, Tenn.—"Well, I declare. Well, I just declare!"

That was all John M. McGregor could say—at first—when he walked into the Louis XVI Room of the Hotel Peabody one day recently and found himself surrounded by 58 of his old friends and business associates, including high executives from many parts of the country.

They had come here to honor McGregor on the 30th anniversary of his founding of McGregor's, Inc., one of the South's largest distributing firms. The firm has been distributor in the mid-south area for more than 15 years for the complete Frigidaire line of appliances, and has added various other lines from time to time.

STARTED AS BATTERY FIRM

McGregor opened a small battery engineering company in 1919. Today, his firm handles products manufactured by 33 companies and serves more than 3,000 dealers in five states. The concern occupies a total floor space of 110,000 sq. ft.

Among those taking part in the surprise party were a plane load of Frigidaire executives from Dayton, including H. H. Lehman, assistant general sales manager; S. M. Scheller, chief engineer; J. L. Gibson, manager of commercial refrigeration and air conditioning equipment; and W. F. Switzer, commercial sales manager.

Also on hand were such executives as W. C. Coleman, president of Coleman Co.; F. A. Hiter, executive vice president of Stewart-Warner; H. C. Weed, president of Carter Carburetor Corp.; George Whitlock, president of Mullins Mfg. Corp.; Epsy Reed, vice president of Reed Unit-Fans, Inc.; and I. A. Weaver, president of Weaver Mfg. Co.

Not present but still participating were the hundreds of business associates throughout the country who sent McGregor telegrams. He was also congratulated by Mayor Watkins Overton, among others.

The day's activities included a luncheon and a tour of McGregor's main offices; 150-seat, air conditioned auditorium (which includes a model kitchen); and 70,000-sq. ft. warehouse. Then, the visitors joined the annual employees' picnic at Rainbow Lake.

Later, a word tribute was paid McGregor by L. M. Barlow, vice president, and Ed S. Stout, warehouse manager and oldest employee in terms of service (29 years), presented "Mr. Mac" with a plaque. The signatures of McGregor's more than 200 employees were engraved on the plaque.

In the evening, the visitors were entertained at the McGregor home.

The surprise party had been in the planning stage for nine months. One of the planners was Robert P. Bratten, advertising and sales promotion manager, who said of McGregor:

'OPEN-DOOR BUSINESSMAN'

"He's a man you can go in and talk to. His door has always been open to his employees, and anyone who got in a jam could depend on him for help. He helped out when there was sickness in the family. He

never forgot the human aspects of the employer-employee relationship.

"We have a pension trust plan and a liberal hospitalization plan.

"One reason for his success as a salesman has always been that he thinks of his customers as his friends. He frequently says that his customers are the reason for his being here, that he never will consider a call from one of them an interruption and that he will always try to let them know that he is grateful to them.

"He gives the same thoughtfulness to the little ones that he does to the bigger ones."

In addition to Bratten, original party plotters included L. M. Barlow, vice president and sales manager in charge of Frigidaire commercial refrigeration and air conditioning equipment; E. M. Greeson, vice president and sales manager in charge of the RCA Victor Dept.; and J. S. Cooper, manager of the Alemitte and Automotive Parts and Equipment Dept.

The celebration was accorded extensive coverage by Memphis newspapers.

NEWSBOYS HAWK 'SPECIAL'

A special, 10-page McGregor Section was published by *The Commercial Appeal*, advance copies of which were distributed by four newsboys during the employee picnic. The section consisted of stories and pictures pertaining to the company, its employees, and its facilities, and advertisements of manufacturers McGregor's represents.

The *Memphis Press-Scimitar* put the party story on page one and illustrated it with two large photographs of McGregor. Both newspapers carried other feature stories on the event, including sketches of prominent party guests, and both congratulated McGregor in editorials.

McGregor's firm reportedly sold the highest percentage of Frigidaire quota for three years prior to the war and is said to be leading in sales thus far this year.

McGregor has also been active in many civic and charitable organizations.

NEMA Group Changes Name To 'Electric Housewares Section' After Survey

NEW YORK CITY—The domestic appliance section of the National Electrical Manufacturers Association has announced that it has changed its name to the electric housewares section.

In making the change, the section said: "It is felt that this name catalogs these items as electrified conveniences for the household and identifies them as products which are generally carried in the housewares departments of retail stores.

"It is the hope of the electric housewares section of NEMA that its adoption of this new name is only a first step which will lead rapidly to the general acceptance of this designation for the industry and its product."

The section explained the background of the search for a proper name for those appliances that have been called "small," "domestic," and "traffic," and which brought a \$600,000,000 volume to retailers in 1948. It stated:

"What name would be both descriptive and uniformly used throughout the industry? This has been a serious problem before the domestic appliance section of NEMA for a long time.

"About a year ago it was decided to do something about it. The section conducted a nationwide poll of all segments of the electrical appliance industry which brought in 2,400 ballots from dealers, distributors, and the manufacturers themselves.

"Finally, after all the ballots were in, the necessary committee meetings had been held and the names were boiled down to a top four. The final choice of a new name was discussed in national manufacturer and distributor meetings and some of the suggestions were tried out.

"The final choice was electric housewares. It was voted to change the name of the NEMA section to the electric housewares section."

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

POSITIONS WANTED

EXECUTIVE ENGINEER: With background to handle key position with large or small firm. 18 years supervising research, design, test and production of refrigeration products, including coils, milk coolers, beverage coolers, water coolers, freezers, vending machines, compressors, domestic cabinets and special applications. Best of references. Desire to make change within next six months. BOX 3319, Air Conditioning & Refrigeration News.

THOROUGHLY EXPERIENCED in commercial refrigeration and air conditioning installation and service with four years in selling and promoting. I am Detroit resident, willing to relocate for job with future, preferably South or Southwest. I am a family man, 43, healthy, steady, honest, sincere. Best of references. BOX 3320, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

LABORATORY ENGINEER: One of the largest manufacturers of commercial refrigerators needs experienced laboratory engineer to take over operation of up-to-date research laboratory. Should be familiar with Fischer-Porter flowmeters. Brown strip chart multiple potentiometer, in addition to standard instruments. Give complete information on qualifications, salary requirements, etc., in first letter. BOX 3294, Air Conditioning & Refrigeration News.

MECHANICAL ENGINEER: Old and well established franchise dealer contractor in Connecticut, within one hour from New York wants a thoroughly experienced air conditioning, refrigeration and heating engineer. Must be capable of handling up to 50 tons. A well grounded knowledge in all phases of design, estimating, installation and contracting essential. BOX 3297, Air Conditioning & Refrigeration News.

AIR CONDITIONING manufacturer wants sales minded, aggressive man in self-contained air conditioning unit applications to fill sales manager position in Southeast territory. Must have ability to work with existing dealers and promote new accounts. Permanent position with good remuneration. BOX 3312, Air Conditioning & Refrigeration News.

IF YOU are a good retail salesman answer this ad. Nationally advertised air conditioning manufacturer wants hard hitting aggressive retail salesman to work with dealers in Southwest territory. Experience in self-contained units necessary. Man must be free to travel and have ability to sell air conditioning. BOX 3313, Air Conditioning & Refrigeration News.

DISTRICT SALES manager for complete commercial refrigerator line. Assignment to be factory designated territory in U.S.A. Real opportunity for a young, capable, aggressive sales executive with experience. Starting salary high four figures. BOX 3318, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

WHOLESALE SEALED unit exchange and rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. **ADVANCE REFRIGERATION COMPANY**, 829 East McNichols Road, Detroit 3, Michigan.

COMPRESSOR, WESTINGHOUSE 60 ton evaporative cooled type. Used on air conditioning application but in good condition. Bargain: \$2,000.00 F.O.B. Cincinnati. **BIMEL CO.**, Cincinnati, Ohio.

BRAND NEW Chrysler Airtemp condensing units, open type, air-cooled, complete with control: 1/2 H.P. model B-33A, \$69.00 ea.; 3/4 H.P. model B-50A, \$89.00 ea.; 1 H.P. model B-75A, \$109.00 ea. Special close-out on brand new Dole and Yoder freezer plates: size 22 x 32 and 19 x 30, \$3.00 ea. Prices are net, F.O.B. NYC. Subject to prior sale. Please accompany orders with deposits; balance sight draft or COD. **GENERAL REFRIGERATORS CORPORATION**, 678 Broadway, New York 12, N. Y.

BEVERAGE COOLERS: The biggest and best buy you will ever buy—8 feet long with blowers and coils or plates. Plexiglas display doors, fluorescent lights, baked solid white enamel. Take advantage of this opportunity now at \$179.50 each. Water coolers—Kelvinator—10 gallon capacity, crated ready to be shipped. Price \$159.00. **GENERAL REFRIGERATOR AND STORE FIXTURE COMPANY**, 856 North Broad Street, Philadelphia, Pa. St. 7-2240.

SERVICEMEN OR manufacturers. A real scoop. \$1.00. On flexible refrigeration lines. Tested to 1,500 pounds. Approximately 1/4" I.D. x 1/2" O.D. Rubber covered. 30" long with 1/4" male flare end, \$1.00. 36" long, 1/4" female flare end, \$1.15. 10,000 is all. Subject to prior sale. Order now. Get all you need. **HERCO MFG. CO.**, 1245 N. High St., Columbus 1, Ohio.

FOR SALE: 180 ton Patterson-Kelley direct expansion shell-and-tube water chiller. Three refrigerant circuits and one water circuit. Used one year. Perfect condition. Will sell for half of today's market price. **GORDON LOZIER CORPORATION**, 1612 California, Omaha, Neb.

SACRIFICE PRICES—Vilter Packagers— 1 ton/day, 1/2 ton storage bin—complete, 6 ton/day, 5 ton bin, leveling bar. 15 ton "packaged" air conditioning unit complete. Universal unit model W1000FS, Chrysler compressor ACR15, 25HP Allis-Chalmers motor with rails. Surplus prefabricated freezer boxes all sizes with 3, 5HP "packaged" refrigeration units. All equipment brand new. **MOORE & HANKS COMPANY**, 2632 Humboldt Street, Los Angeles 31, California.

SERVEL HERMETIC units. Model L2BA-1C 1/2 H.P. "F-12." Complete with receiver. \$53.10. Model H2BA1C 1/2 H.P. "F-12." Complete with receiver. \$53.10. Faraday alarm system complete with trickle charger—Rancostat—Neon bulb and holder. \$3.25. All items brand new. Send for free folder today. **TRACO INDUSTRIAL CORPORATION**, 455 West 19th Street, New York 11, N. Y.

HENRY RELIEF valve. Model 529-S. With inlet 1/2" ODS—Outlet 1/2" ODS. Set for 200# pressure. Over-all price \$2.50. Brand new. **TRACO INDUSTRIAL CORPORATION**, 455 West 19th Street, New York 11, N. Y.

UNIVERSAL HERMETIC unit. Model 313L-1 1/2 H.P., \$49.50. Universal heavy duty model 25FS—1/2 H.P. complete with Ranco pressure control \$53.20. Shipped F.O.B. New York. Guaranteed brand new! Send for free folder. Order Now! **TRACO INDUSTRIAL CORPORATION**, Dept. A, 455 West 19th St., New York 11, N. Y.

TECUMSEH COMPRESSOR bodies, model 2300 1/2 H.P. twin cylinder, complete with flywheel and service valves, \$18.50. Electric products thermostatic expansion valves 1/2-ton \$2.95, 1/2-ton \$3.25, 1-ton \$4.00, 2-ton \$5.00. All "F-12" or CHCl₃ 1/4" inlet—1/4" outlet. Shipped F.O.B. New York. Guaranteed brand new. Send for free folder. **TRACO INDUSTRIAL CORPORATION**, Dept. B, 455 West 19th St., New York 11, N. Y.

DETROIT EXPANSION valve #894—Inlet 1/4" SAE. Outlet 1/4" SAE. Capillary 60" capacity 1/2 T. Max. Op. press. 15# "Freon." \$1.95 each. Brand new. **TRACO INDUSTRIAL CORP., Dept. B, 455 West 19th St., New York 11, N. Y.**

MAKE US an offer! Refrigeration condensing units, brand new, never used and in original crates. Will sell individual units or the entire lot to the best offer. 3 Brunner 1/2 H.P. model A950FL—with control, no motor. 3 Copeland 1/2 H.P. model 53AFC—with control, no motor. 5 Dicer 1/2 H.P. model 3500FA—no control, no motor. 4 Dicer 1/2 H.P. model 28FA—no control, no motor. 5 Mills 1/2 H.P. model F50AW6L—with control and motor. 6 Jack-Heintz 1/2 H.P. model R-25-B—with control and motor. 1 Chrysler 1/2 H.P. with control and motor. Plate glass mirrors 16" x 8 3/4" x 1/4", copper backed. Packed in straw in original cases. \$5.00 each, sold by case only. Case #1—25 mirrors. Case #2—50 mirrors. Case #3—12 mirrors. Contact: **UTICA SHEET METAL CORPORATION**, Oriskany Blvd., Whitesboro, N. Y.

WE DESIRE to dispose of various standard refrigeration valves, fittings, etc., as manufactured by Henry, Mueller Brass, Kerotest, York & Crane. If interested, write to BOX 3309, Air Conditioning & Refrigeration News.

SPACE THERMOSTATS: New—\$3.00 each—400 White-Rodgers type 2A40-2, close on rise, range 65°—95°, 3" differential, capillary 2 ft., bulb 5/16" x 18", 125 Allen-Bradley bulletin 837, type C 11. Form EEJXS. BOX 3315, Air Conditioning & Refrigeration News.

FRICK—USED—self-contained ammonia condensing units with vee belt drives; 4 x 4 with 7 1/2 H.P. 220 volts, 3 phase, 60 cycles motor and starter, \$900.00; 3 x 3 with 5 H.P. 220 volts, 3 phase, 60 cycles motor and starter, \$600.00. Good condition. BOX 3316, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: Commercial refrigeration sales and service business in central California, metropolitan area, excellent location with good lease, established 20 years. Owner wishes to retire. Reply BOX 3302, Air Conditioning & Refrigeration News.

WILL SELL stock up to 50% to refrigeration engineer. Net profit 1948 of \$19,163.77 and \$235,000.00 gross. Taxes paid on this figure. We have largest, most beautiful display rooms of any dealer within 50 miles. Store fixture and appliance business. Sales 1949 ahead of 1948 volume for first two taxable quarters. Indiana location. Reply BOX 3304, Air Conditioning & Refrigeration News.

FOR SALE—\$300,000.00 volume retail appliance business, West Coast, high income suburb. Trading area, 100,000 population. Best national lines. Large service shop and trucks. Will give long term lease on buildings. Wife's health reason for selling. Please address BOX 3317, Air Conditioning & Refrigeration News.

SCHOOLS

DETROIT AIR Conditioning Institute is accepting applications for enrollment in fall term classes starting October 25. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information. **DETROIT AIR CONDITIONING INSTITUTE**, Dept. D, 4125 Grand River, Detroit 8, Michigan.

MISCELLANEOUS

ATTENTION CONTRACTORS—Dealers— Servicemen, Norge sealed units remanufactured and exchanged. Immediate delivery from stock. 1 year guarantee. Write for prices and shipping instructions. **MODERN REFRIGERATION CO.**, INC., 12541 E. McNichols Road, Detroit 5, Michigan.

SAVE Dehydrator Refilling Labor Cost!

Costs less to REPLACE with

SHANK DEHYDRATORS

Than to refill...

Before you refill the next lot of Dehydrators—check your labor costs against the cost of NEW Shank Dehydrators.

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Write today for prices or see your jobber.

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Bulletin 836 PRESSURE SWITCH

Available for pressures between 30-in. vacuum and 500 lb sq. in. Metal bellows operate a reliable snap action precision switch, which has no levers, hinges, or pivots. Range and differential can be easily adjusted in the field. Also, see the Bulletin 837 Temperature Control. Write for full information. **Allen-Bradley Co.**, 1313 S. First St., Milwaukee 4, Wis.



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QUALITY
MOTOR CONTROL

Deepfreeze ... FIRST and FINEST in the HOME FREEZER FIELD!



THE RIGHT ANSWERS TO THESE QUESTIONS SPELL PROFITS!

ASK YOURSELF THESE QUESTIONS ABOUT HOME FREEZERS!

See if the Line You Sell is the
REAL PROFIT LINE FOR '49!...

Q What home freezer has the name that all potential customers recognize and respect?

A "Deepfreeze" is the best name in the home freezer field. It is the name that first comes to people's minds when they talk about home freezers. Deepfreeze home freezer's powerful national advertising builds even greater strength for this great trade name. If you represent the Deepfreeze home freezer, you may be sure that the public will recognize the trade name "Deepfreeze."

Q Which home freezer has the most "selling" features?

A Deepfreeze! If you are a dealer for the Deepfreeze home freezer you'll have "selling" features galore—plus features women want which give Deepfreeze an edge over all other home freezers.

Counter-balanced lids, interior lights, food storage baskets, metal dividers, ice cube trays, serving trays, lid locks, toe space, counter top height, one-piece body and top, bonderized finish, silent-operating mechanism, 5-year warranty, temperature indicators, temperature controls.

Selling features? No other freezer has so many. Only the Deepfreeze home freezer has them all!

Q Which home freezer has a model in every price class, model for every family's needs?

A Deepfreeze home freezer! Deepfreeze is the pioneer and leading specialist in the home-freezer field. Many years of experience in building low-temperature equipment have resulted in the complete line of Deepfreeze home freezers—one to fit any size family, any size purse—the only brand of home freezer which offers you the selling power of a complete line.

Q Is the home freezer supported by selling aids?

A Deepfreeze home freezer advertising in leading general magazines, farm publications, woman's books and sporting publications, is at work right now and every month in the homes of your best prospects.

Backing up this great national advertising program is the most complete array of sales promotion, and sales training aids offered by any home freezer manufacturer—valuable booklets containing proven promotions to boost sales; broadsides; counter, floor and

window displays; evaluators to prove that a Deepfreeze home freezer pays for itself; and complete promotions several times a year to help you sell.

Q Is the Deepfreeze home freezer line profitable?

A Yes! Because it's the easiest to sell and fastest-selling home freezer. And because a home freezer is a specialty item, your margin of profit is greater. Yes, it's a fact—Deepfreeze is the right answer—right down the profit line for '49. Your profits and your prestige always grow together when you handle Deepfreeze home freezers.



*The Deepfreeze Franchise
Makes Dollars and Sense!*

Your Deepfreeze distributor will gladly explain the details of the Deepfreeze franchise. Ask him about the national advertising program and the many practical selling aids available to Deepfreeze dealers. You can sell 'em by the carload for a handsome profit! Don't delay—call your distributor today!

NEW BIGGER CAPACITIES at the SAME LOW PRICE!

Deepfreeze THE LEADING NAME IN HOME FREEZERS, DOES IT AGAIN!

Five New Models at the Same Low Price! ... another sales bonus for Deepfreeze Dealers



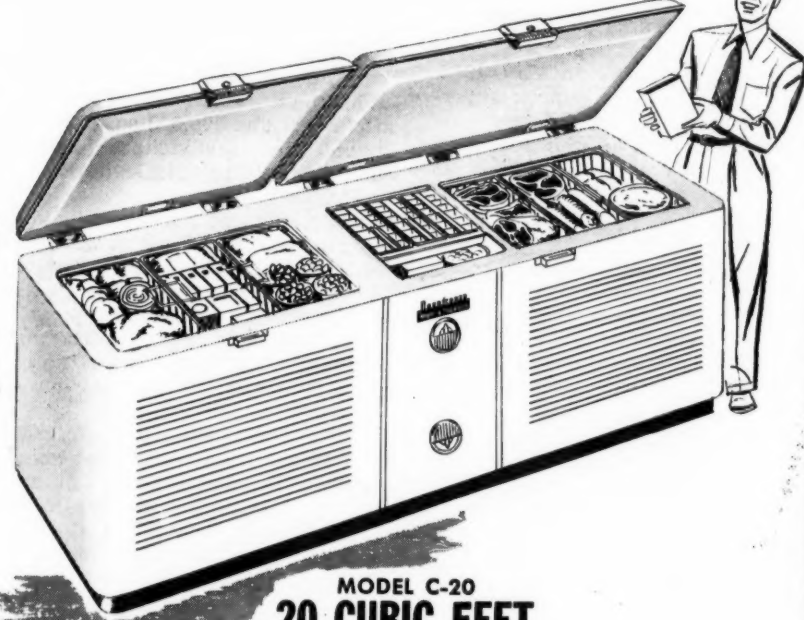
MODEL B-7
Same as above
without deluxe features
\$229⁹⁵

DELUXE MODEL C-7
as illustrated
7.2 CUBIC FEET
Holds more than 252 Lbs. of Food
\$249⁹⁵



MODEL B-12
Same as above
without deluxe feature
\$369⁵⁰

DELUXE MODEL C-12
as illustrated
12.3 CUBIC FEET
Holds more than 430 Lbs. of Food
\$424⁵⁰



MODEL C-20
20 CUBIC FEET
Holds more than 700
Lbs. of Food
\$549⁵⁰

**SELLING FEATURES! NO OTHER HOME FREEZER HAS SO MANY!
ONLY DEEPFREEZE HAS THEM ALL!**

COUNTER-BALANCED LID • SEPARATE FREEZING COMPARTMENT • STORAGE DIVIDERS
STORAGE BASKETS • ICE CUBE TRAYS • SERVING TRAY • INTERIOR LIGHTS • LID LOCK
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The Name of the World's FIRST and FINEST Home Freezer

Deepfreeze

HOME FREEZER

Deepfreeze
America's
Fastest Selling
Home Freezer
Line!



Deluxe Model C-12
Holds more than 430
pounds of assorted
food. Price, delivered
and installed—\$424.50



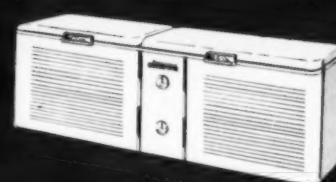
Deluxe Model C-7
Holds more than 252
pounds of assorted
food. Price, delivered
and installed—\$249.95



Model B-12
Holds more than 430
pounds of assorted
food. Price, delivered
and installed—\$369.50



Model B-7
Holds more than 252
pounds of assorted
food. Price, delivered
and installed—\$229.95



Deluxe Model C-20
Holds more than 700
pounds of assorted food. Price, delivered
and installed—\$549.50